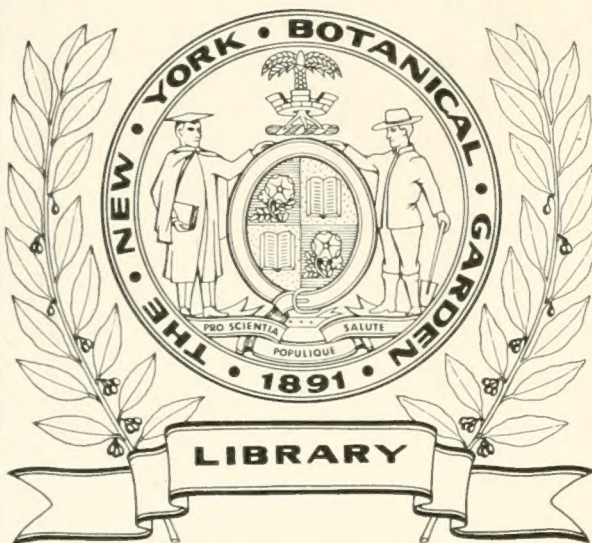


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vol. 31-32
1920



HORTICULTURE

Vol. XXXI

JANUARY 3, 1920

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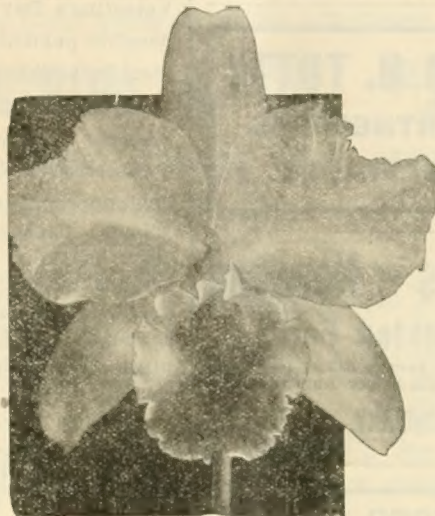
NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



CATTLEYS

Our growers are cutting steadily and in quantity on Cattleyas of a very choice quality. Write us for special prices.

Lilac, Sweet Peas, Valley, Roses and all other seasonable flowers are also in good supply with us.

Everything in
Cut Flowers, Plants,
Greens,
Ribbons and Supplies.

BUSINESS HOURS: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK PHILADELPHIA BALTIMORE
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

FERNS

THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots....\$3.00 per dozen, \$20.00 per 100
Strong plants, 3½-inch pots.... 7.50 per dozen, 50.00 per 100
Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

NEPHROLEPIS:		Each
Elegantissima, elegantissima compacta, 3½-inch	\$0.35
Elegantissima and elegantissima compacta, 6-inch75
Muscosa, 5-inch75
Elegantissima and elegantissima compacta, 8-inch	2.00
Elegantissima and elegantissima compacta, 10-inch	4.00
Harrisii, 8-inch	3.00
Dwarf, Boston, 8-inch	2.00
If plants are shipped in pots, 10% additional.		

F. R. PIERSON, Tarrytown, N. Y.

FERNS

We have on hand for immediate shipment a splendid lot of Pot Grown Ferns all extra good value for the money. Shipped without pots

	Size	Doz.	100	1000
Bostons	4-in.	\$3.00	\$20.00	\$190.00
"	5-in.	4.50	35.00	325.00
"	6-in.	6.50	50.00
"	8-in.	18.00
Scottii	3-in.	1.00	8.00	75.00
"	4-in.	3.00	20.00	190.00
"	5-in.	4.50	35.00	325.00
Teddy, Jr.	5-in.	4.50	35.00
Cordetta Compacta	4-in.	3.00	20.00
"	5-in.	4.50	35.00
Crytonum (Holly Ferns)	4-in.	3.00	20.00
Table Ferns, assorted	3-in.	1.00	6.00
"	4-in.	3.00	20.00

Alternantheras; Alyssum, double Giant and Dwarf; Begonias, Gracilis and Vernon; Hardy English Ivy; Lantanas, assorted; Heliotrope; Lobelia, Crystal Palace Gem; Moonvines, 2-in. \$2.75 per 100, 3-in. \$3.75 per 100.

Send for Catalogue Cash With Orders

R. Vincent, Jr., & Sons Co.
WHITE MARSH, MARYLAND

Henry H. Barrows

FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY

CHRYSANTHEMUMS

MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for **SWASTIKA BRAND CANNAS.**
The **CONARD & JONES CO.**  **WEST GROVE PENN., U.S.A.**
Robert Eyle, Pres. Antoine Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

ORCHIDS

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL, Summit, N. J.

HILL'S EVERGREENS

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied
Price list now ready

The D. Hill Nursery Co.

Evergreen Specialists. Largest Growers
in America
BOX 415, DUNDEE, ILL.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL
Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

Burpee's Seeds

PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

The first special flower day to be featured in the 1920 campaign is St. Valentine's Day, a day for which all possible publicity should be forthcoming. In addition to a page, in colors, in seven magazines, our Promotion Bureau has arranged to supply to florists a pasteur stamp in three colors and of most appropriate design, for use on envelopes, packages, bills, letters and other material issuing from florists' establishments. These pasters are available for immediate shipment and a liberal use of them will help to impress the public with the suggestion that they "Say it with Flowers" on St. Valentine's Day. Clubs and other organizations can arrange to buy these pasteur stamps in quantity, for distribution to their members, and if properly used they furnish a very inexpensive way to advertise this day thoroughly in a community of any size. They will be supplied on orders to the Secretary, John Young, 1170 Broadway, New York, at the following rates: 500, \$2.00; 1,000, \$3.00; 2,000, \$5.50; 5,000, \$13.00; 10,000, \$25.00; 25,000, \$60.00; 50,000, \$115.00; and 100,000, \$225.00. All orders up to and including 5,000 are mailed postpaid. Above that number they are sent by express, charges collect.

The Billboards.

With the holiday trade out of the way, perhaps many of our friends will now give attention to the matter of billboards. When we think of the great number of florists' establishments presenting available sites for the display of our handsome billboards, we feel sure that the quantity we have arranged for will soon be distributed and doing the work expected of them, conveying our message "Say it with Flowers." Shipments on early orders have already been made, and orders coming in now will be promptly filled. Send to the Secretary for a descriptive circular if not already in possession of one.

Glass Signs.

Nearly one hundred glass signs were shipped from the factory this week. Every florist should display one of these signs, costing only \$2.00 delivered, and connecting, in a way, with our publicity advertising. Decal-

Single and Double Hyacinths

Per 1000
Top Bulbs Named.....\$80.00
First Size Bedding to Color..... 45.00
Darwin Tulips, Named Sorts..... 25.50
Single Early Tulips, Named Sorts. 22.50
Single Late Tulips, Named Sorts.. 17.50

Subject to Sale

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

WAIT FOR

KELWAY'S WHOLESALE SEED CATALOGUE for 1920

Before placing your order. The most favorable prices of the year.
If not received wire or write.

KELWAY & SON

Wholesale Seed Growers
LANGPORT ENGLAND

GIGANTEUM & HARDY LILLIES GLADIOLUS CANNAS AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

CHRYSANTHEMUM NOVELTIES for

1920

Preliminary list now ready.

Free by mail.

ELMER D. SMITH & CO.

Adrian, Mich.

comania transfer signs in the same design are also available, four for a dollar.

Further Support Urgently Needed.

This is the time when good resolutions are made. If you have not yet subscribed to the Publicity Fund, it would be a graceful act on your part to begin the year with a subscription—graceful to yourself, as well as to the Publicity Committee, who have taken so much upon their shoulders in forwarding the work which has meant so much for the whole trade. Every florist who withholds his support to the campaign holds back also the work. The committee, necessarily, must plan arrangements for publicity a considerable time in advance, and they cannot enter into contracts blindly; they must know that they will have the money to meet their obligations when due.

The florists no longer have "hard times" to contend with, our campaign has helped wonderfully to increase business, and all of us are reaping the benefit.

Right now is the time to show appreciative interest in the campaign work—with a cheque covering a subscription. Subscription blanks and other matter mailed upon application.

JOHN YOUNG, Secy.

1170 Broadway,
New York, N. Y.

ST. VALENTINE'S DAY PASTER STAMP.

The Promotion Bureau of the National Publicity Campaign has prepared the gummed paster stamp, 1½ x 2 in., reproduced in the accompanying engraving. The heart is in red, on a black background, with an outer background in green. Cupid, of course, is in flesh color. The stamps are offered at low prices, on orders send to Secretary Young, 1170 Broadway, New York.



BULBS, Etc.

JAP. LILIES—Giganteum, Auratum, Rubrum, Melpomene, Roseum, Album, Magnificum.

VALLEY PIPS—Forcing grade, Dutch or German.

T. R. BEGONIAS—Single, separate colors or mixed, 2 sizes.

Write for prices specifically stating requirements

McHUTCHISON & CO. THE IMPORT HOUSE

95 CHAMBERS STREET, NEW YORK

WANTED

1,000 Black Walnut, 1 yr.
10,000 Honeylocust, 1 yr.
Standard Apples
Standard Pears
Grape Vines
Berry Plants
Quote quantities, kinds,
sizes and prices.

OFFERED

10,000 American Hemlock,
2-2½ ft.
10,000 American Hemlock,
2½-3 ft.
5,000 Japan Yew, 18-24 in.
5,000 Japan Yew, 24-30 in.
5,000 Hydrangea, P.G., 2-3
ft.
5,000 Hydrangea P.G., 3-4
ft.

The Elm City Nursery Co., WOODMONT NURSERIES, Inc., NEW HAVEN, CONN.
INTRODUCERS OF BOX-BARBERRY IBOLIM PRIVET

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the **BAY STATE NURSERIES**
Wholesale and Retail NORTH ABINGTON, MASS.

CANNAS

A large stock of several varieties. PRICES RIGHT. Let us book your order now for shipment at any time.

PARKER BROS. NURSERY CO.
FAYETTEVILLE - - ARKANSAS

CARNATION CUTTINGS

Booking orders for December 15, and later. We are well prepared to supply in quantity and our growers have a high reputation for the quality of cuttings produced for years past. Have made special arrangements to supply **Laddie, Morning Glow and Pink Delight** from clean stock plants grown only for propagation purposes.

New and Scarce Carnations

	100	1000		100	1000
ETHEL FISHER (Peter Fisher), scarlet	\$14.00	\$115.00	MORNING GLOW	7.00	65.00
BERNICE (Howard), crimson	14.00	115.00	WHITE BENORA	7.00	65.00
RUTH BAUR	12.00	100.00	PINK DELIGHT	7.00	65.00
LADDIE	10.00	90.00	HERALD	7.00	60.00
			ROSALIA	7.00	60.00
			ENCHANTRESS SUPREME	7.00	60.00

Aviator, Belle Washburn, Doris, Benora, Rosette, Enchantress, White Enchantress, Beacon, Ward, Good Cheer, White Perfection, White Wonder, Miss Theo—\$6.00 per 100; \$50.00 per 1000. Matchless, Nancy and Alice—\$5.00 per 100; \$40.00 per 100.

OUR HARDY LILIES ARE HERE

Album Auratum and Magnificum

Standard Packing 8-9-200 per case, 9-11-125 per case

We are in a position to quote right prices. Let us quote you for delivery whenever you want them.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., **WATERTOWN STA.**
BOSTON, MASS.

GENERAL NEWS NOTES.

The florists of Michigan have formed a state organization with Herbert Goetz, of Saginaw, as president; Henry Smith, of Grand Rapids, vice-president; L. Plum, of Detroit, as secretary; and W. C. Wells, of Ann Arbor, treasurer.

The New York Florists Club have a ladies' night January 12, at the Club's quarters in the Engineering Society's Building.

The Burnham Boiler Corporation of Irvington, N. Y., has been established, with a capital of one million dollars. The incorporators are H. L. Vanderbilt, C. H. Seivert, and O. F. P. Karb.

Samuel Redstone has recently become associated with the Julius Roehrs Co., at Rutherford, N. J.

Fred Fromhold, of Kansas City, Mo., has filed a petition in voluntary bankruptcy, with liabilities of \$7,731 and assets of \$1,240. He was recently in business in the Argyle Building.

George Spear of Emporia, Kans., has sold the Congress street greenhouse to Mr. and Mrs. Frank M. Keeler.

At the last meeting of the Reading, Pa., Florists' Association the following officers were elected: President, H. C. Huesman; vice-president, Jacob C.

Bauder; secretary and treasurer, Wilbert N. Abel.

The Oakville, Ont., Gardeners' and Florists' Association has elected Fred Carr, president, and D. O. Cameron, secretary.

Percy Steele, formerly with Osterman & Steele, has taken over the flower shop at 418 Main street, Springfield, Mass., formerly conducted by Harriet Higgins.

Fire which started around the chimney in the building housing the boiler used to heat the three large greenhouses of the Northway Floral Co. at Keene, N. H., practically destroyed the building and caused a damage estimated at about \$2,000. The fire started at about 7 o'clock in the morning and it required about two hours' work by the firemen to keep the fire confined to the building it started in. The breaking of many panes of glass in the greenhouses caused much loss by freezing.

DECISION IN WELCH CASE.

Ellen M. Welch and her son, Andrew W. Welch of Hartford, Conn., are restrained in a decision filed by Judge Keeler in the Superior Court from using the name of Welch alone in advertising their floral business in the Allyn House building on Trumbull street. The temporary injunction is

issued on the application of George F. Lane, former partner of Andrew Welch in and now owner of the business of the firm of Welch the Florist.

In his decision Judge Keeler points out that when Lane bought out the business he was forced to pay a large price for it, and that in using the name Welch alone the Welches are coming as close to infringing upon the trade name and trademark of Lane's business as they can without adopting the name in its entirety. He rules that if the name Welch is used it should be used with first names or initials as prominent and in as large type as the name Welch.—Hartford Post.

COMING MEETINGS AND EXHIBITIONS.

Boston, Mass.—Mass. Union Farm Meeting, including floricultural displays, etc., at Horticultural Hall, Jan. 19 to 23, under auspices of the State Board of Agriculture.

Chicago, Ill.—American Carnation Society, 29th annual meeting and exhibition, Jan. 21 and 22, 1920. Sec'y A. F. J. Baur, Rockwood avenue and 38th street, Indianapolis, Ind.

New York City—International Flower Show, March 15 to 21, 1920. Sec'y John Young, 1170 Broadway, New York City.

HORTICULTURE

Vol. XXXI

JANUARY 3, 1920

No. 1

THE TALK OF THE TRADE

The grower who intends to have pot roses for Easter is busy now in preparing his stock, and that grower who has any quantity to work on is fortunate as indications are strong for a short supply of ramblers, hybrids and polyanthas. In a general way, the hybrid perpetuals and hybrid teas are not such satisfactory pot plants as the rambler type, but there is a place for them. The cost for growing them is not so great and with a wise selection of varieties the grower may reasonably look for good returns. Such varieties as Frau Karl Druschki, Ulrich Brunner, Magna Charta, Mrs. John Laing, Paul Neyron and Gen. Jack are generally satisfactory for forcing purposes. Among the hybrid teas, the Killarneys, Gruss an Teplitz, Jonkheer J. L. Mock, Mrs. Aaron Ward, My Maryland and Radiance may be mentioned as a few of the more dependable sorts. Among the ramblers, Crimson Rambler, Dorothy Perkins and Tausendschoen are the three most satisfactory. There are others that may be done well, but these are the favorites. The dwarf polyantha roses to my mind are the most satisfactory of all pot roses for forcing purposes. Jessie, Orleans, Madam Norbert Levaseur (sometimes called the Baby Rambler), Erna Teschendorff and Phyllis are considered good varieties. Of course, the most important point with all these roses is that the wood be thoroughly ripened before they are started in the forcing house. To get a good set of blooms they must not be given any unreasonable forcing at any time. The cooler they can be grown the better results may be expected, particularly in the way of blooms and keeping qualities. A professional pot plant grower turns out some wonderful specimens from the tall growing ramblers, pyramidal, standard, as well as bush form, and much that will bear upon the effectiveness of the plant is accomplished in beginning by training the flowering wood properly and trim-

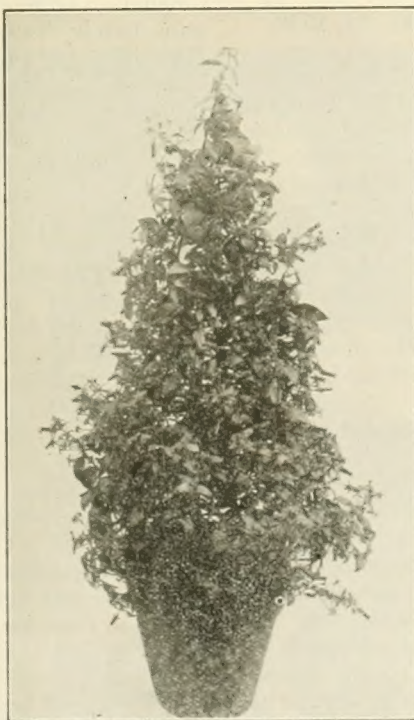
ming out the blind wood. As the plants start into vigorous growth, it will become necessary to trim out the heavy growing suckers that come up from the bottom.

For some time back the rose grower was handicapped with a small list of varieties that were satisfactory for forcing, and at the same time profitable sorts. He has now come into a list which gives him more latitude and it is to the advantage of all that we find it possible to choose from such good forcing varieties as the Killarneys, which by the way are gradually fading from sight. Ophelia is probably as popular as any rose on the market, as well as Columbia, Premier, Mrs. Aaron Ward, Sunburst and the new varieties to be introduced this year yet to be tried, but at the same time giving great promise. These are Frank H. Dunlop, Pilgrim, Crusader, Madam Butterfly and others. It is too bad that we can't have a really good, all around satisfactory white rose. No one can find fault with Double White

Killarney when it is right, but there are too many battles to be fought in growing it. In one climate mildew must be combatted at all times, then again during the dark days it is not always possible to get flowers free from a greenish tinge or free from the bull head tendency. Single White is fine in the winter, but in the summer is too thin and off color and for that reason I am waiting patiently for a real good all around white.

Sometimes when I visit my friends who are growing roses in small quantity and trying to handle all crops necessary for the retail trade, I can't help thinking that a great part of the reason for the roses not doing better is lack of water. It is pretty hard to convince a rose grower if he is inclined toward dry treatment that a rose can hardly be over-watered. We all know that we have seen very creditable results from this semi-dry treatment, but taking the matter from all sides I believe that the best average is in favor of water and lots of water for roses. That doesn't mean of course, a soaking for a week or two and then changing off to dry treatment, following again with wet treatment; that would never do, but with good drainage, proper temperature conditions, plenty of water will seldom put a rose grower in wrong.

That reminds me of a grower who had a section man decidedly gun shy when it came to watering a section of roses. This grower tried to get him away from this tendency and finally offered him a very attractive Christmas present if he would demonstrate that by lots of water this section of roses would go backwards. The section man evidently tried to get the Christmas present as he watered steadily and in fact appeared to be trying to over-water that section so that the roses would be injured. He had that privilege and he meant to take advantage of it. The result was an improvement and I am inclined to think that a lot of us could experiment in the same way with satisfactory results. When I think of some of the most successful rose growers in the country and think over soil conditions in their places, it seems almost invariably those places are strong for heavy watering.



DOROTHY PERKINS
Trimmed to a Pyramid

HORTICULTURE

Established by William J. Stewart in 1904

VOL. XXXI

JANUARY 3, 1920

No. 1

PUBLISHED WEEKLY BY
HORTICULTURE PUBLISHING COMPANY
 78 Devonshire Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor.
 Telephone Fort Hill 3694

ADVERTISING RATES:

Per inch, 30 inches to page..... \$1.25

Discount on Contracts for consecutive insertions, as follows:

One month (4 times), 5 per cent.; three months (13 times), 10 per cent.; six months (26 times), 20 per cent.; one year (52 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Ambition and reward

Discussion, like confession, when free and full, is good for the soul. It seems that the recent editorial in *HORTICULTURE* under the title, "Is Ambition Dead?" was read with considerable interest but has not been entirely approved of in some quarters. Speaking for itself alone, *HORTICULTURE* is always willing to give both sides of any question affecting the trade. We think that was shown in our handling of the billboard subject. We are very willing, therefore, to publish the letter which appears below. In itself it makes a well written article presenting the employees' point of view. We are printing it without further comment but we hope that members of the trade will not let it pass without some further remarks concerning the points brought out. These matters are continually being discussed in private. Why not establish an open forum and get at the facts? Here is the letter:

Seattle, Wash., Dec. 24, 1919.

Editor *HORTICULTURE*.

Dear Sir:—In the issue of Dec. 6th I read an editorial under the title: "Is Ambition Dead?" That the article was written from the employers' point of view is undisputable, and that an answer from the other side of the fence be permitted, will prove a tribute of fair play from your valuable journal.

That the writer of these lines is "one of those young men in the trade," that he in all sincerity wishes to state a few thoughts and facts from his own experience and observations concerning the above question, may in some measure atone for the presumption, that he thus makes himself, the volunteer spokesman for thousands of his fellow-workers.

Is ambition among the employees of the florist trade dead? If so what caused its death?

The life-incentive of ambition is reward. Someone may say: "It is not so, the highest incentive of ambition is service." Is service then the final goal of ambition? No, it is the only right and honorable road, leading to the goal, which is reward. No service is ever rendered without the expectation of reward. This reward may be visioned either in the form of money, a better position, honor or self-satisfaction—the knowledge to have done one's duty, and on the general principle of, that, one good turn deserves another.

Reward—that is the magic word which alone has power to resurrect a dead ambition, to inspire a dull

or slumbering ambition to greater efforts and higher endeavors. That, my fellow craftsmen, is "the lost word" in our craft as far as the employees are concerned—REWARD.

How does our trade compare in regard to working-hours and wages with other trades? We feel that we should have a right to take a great pride in our trade, but under conditions as they have been and are, can we?

A fellow-grower told the writer: "I was ashamed to face an Italian laborer, coming home from his day's work one afternoon, who asked me how many hours I worked a day, and I was afraid he would ask what wages I got."

How in the name of common sense can anybody in the face of such conditions expect to take a pride in their trade?

In your article you suggest the following remedies: To induce employees to subscribe for, and read the trade papers; to have a working-library in each establishment; to bring up subjects related to the trade for discussion; to have the workers become members of the various trade association and clubs.

In regard to the first suggestion, we will come in contact with a rather unpleasant subject; but to be practical, one must treat each condition as it is not, as it ought to be. There is an ever-growing sentiment among the employees of our trade, that they have never received a square deal from the trade press. It has always played its tunes in harmony with the employers' side of every issue, and barked and growled at the "under-dog." When this deplorable condition, this one-sidedness has been fairly adjusted, when the trade press will occasionally open its columns to the interest of the employees, as it now does to the employer, then, but not before, will the road be open for a host of new subscribers, and loyal supporters.

A reference library is a good suggestion. It should have a place in every greenhouse establishment.

Discussions of subjects related to the work of the trade, between the employees are very popular during the lunch hour in the potting shed, but as soon as the foreman or employer appears on the scene the subject is immediately dropped, unless he be a man of a friendly disposition and fair enough not to take advantage of his position in a discussion with his men as a foreman or employer. Otherwise he is the boss, and whatever he says goes, with no chance for any discussion.

To induce the employees to join the employers' club might be possible if the present members could overcome their patronizing airs when "Jones' man" or "Brown's man" appears at their gatherings and social affairs. The idea will no doubt prove impractical from the employers' standpoint. What would be likely to happen to the florist's club, if employees in great numbers should be admitted to membership? The majority rules, and the employees would constitute the majority. Before very long the florists club would be a florist trade-union. It would probably prove wiser if the employers would cease their often practiced policy to throw oil on the fire of discontent by persecuting every effort of the employees to organize themselves, one way or other.

If the employers sincerely wish to find effective remedies, why not act upon the advice, recently given in regard to this case, by some of the most prominent men of our trade?

Respectfully yours

For a just reward for ambitious service,
 SEC'Y FLORISTS AND GARDENERS' UNION,
 Seattle, Wash.

New Chrysanthemums

December Beauty and Other Novelties from Elmer D. Smith & Son.

Elmer D. Smith & Son of Adrian, Mich., submitted blooms of their new chrysanthemum December Beauty to the official examining committee of the American Chrysanthemum Society. A. B. Cartledge, John Westcott and Samuel S. Pennock, at Philadelphia on the 12th inst. December Beauty is a very beautiful white, with faint bluish shading, globular, incurved, seven inches across and five inches deep, long stems three and a half feet. The committee thought very highly of it, and gave it an official rating of 90 per cent commercial, and 88 per cent exhibition. Mr. Smith reported that the flowers commenced to bloom December 10th, which brings it in the Christmas class commercially.

The following is a description of December Beauty as given by the originators:

A massive incurved Japanese much the same in form as a well grown Jeanne Nonin. Growth vigorous, yet short jointed, attaining 3½ feet from June 20th planting. Fully developed December 10th to 15th and supply continues until Christmas and after from the later buds. White with light pink shading, which is more pronounced at the center of the blooms. They may be planted the second or third week of June and grown natural, selecting the late bud which appears in September or planted in June and stopped August 10th to 25th, allowing one or

more breaks to continue. This will produce buds September 30th to October 10th and flowers December 10th to 30th. This variety is so double on the late bud that any attempt to secure them prior to late September will result in mal-formed flowers. Having ample stock of this variety, are offering it at an exceptionally low price for one of such sterling merit.

The Smiths also have several other novelties of great promise. They include the following:

SMITH'S SUBLIME—a pink, maturing early in October. Of a soft, pleasing shade with exceptionally good stem and foliage, has been long and diligently sought. In this variety we believe we have produced the best early pink known. The objectionable magenta seen in the early pinks has been eliminated. Height, medium; 3½ to 4 feet from May planting. Bud should be selected about August 10th to secure double flowers, which fully mature from October 10th to 15th.

SUNRAY—A seedling from Golden Glow, maturing October 18th. Several shades darker than the parent, approaching exhibition size. Requires the same treatment as Golden Glow, namely: avoid young plants becoming pot bound and thus prevent hardening and premature buds. Best bud about July 30th. Height, 3½ feet.

ROSE PERFECTION—A seedling from Chieftain and an improvement,

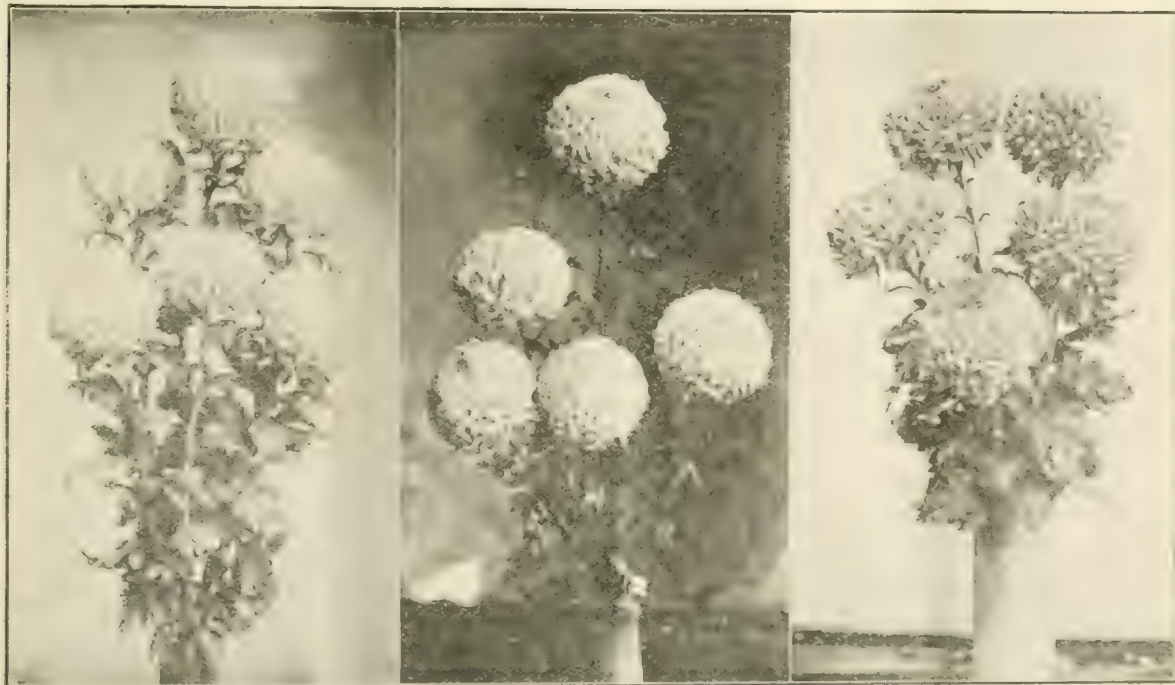
being brighter and more constant in color. Does not assume the objectionable bluish hue when allowed to remain uncut after full development. Like Chieftain, is an easy propagator, similar in growth and foliage, maturing the first week of November.

SUNBEAM—A seedling from Odesa. Of a brighter shade of yellow, maturing for Thanksgiving and later, and fully double on the late September buds. Avoid the buds in August or the flowers will be mal-formed. We consider September 20th to 30th the best time for their selection. A fine grower with ample stem and perfect foliage. Height, 4½ feet from June 20th planting.

BABY DOLL—The size of Baby, maturing October 25th, of the freest flowering habit. Light yellow with slight bronzy tinge, which disappears when fully developed. The most dwarf of this collection. When potted in June and stopped occasionally will give plants 8 to 10 inches high.

BRIGHT EYES—As the name implies, each flower has a bright eye. As the outside petals unfold they are bluish-white and the unfolded petals showing the reverse side present an orange apricot. This variety is not as free as Baby Doll, but if stopped several times will make excellent pot plants. In perfection about October 25th.

WHITE MIDGET—Of the purest white, somewhat larger than Baby, maturing the first week of November and of dwarf habit.



Sunbeam, Late Commercial

December Beauty, Late Commercial

Sunray, Early Commercial

NEW CHRYSANTHEMUMS FOR 1920

OFFICERS OF THE S. A. F.

Appointment Made by Pres. Miller.

President A. J. Miller of the S. A. F. has made the following appointments for the year 1920:

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William F. Gude, Chairman.
James M. H. Johnson, F. R. Pearson,
W. H. S. 1919, J. D. L. S.,
Leonard H. Vaughan, J. K. M. L. Farquhar

Committee on Publicity

George Asmus, Term four five years.
J. Fred Asmus, Term expiring Dec. 31,
1920, in place of Guy French resigned.
Wallace R. Pearson, Term expiring Dec.
31, 1923, in place of Thomas H. Joy re-
signed.

Committee on School Gardens

Benjamin Hammond, Chairman
A. T. De la Mare, Town, Bertermann
Michael Barker, Leonard Barron

Committee on Development of American Products

F. R. Pearson, E. G. Hill
Charles L. Baum

National Flower Show Committee

F. H. Tracy, New York

Washington Representative

William F. Gude

Committee on Nomenclature

(Reappointed)

Prof. E. A. White, Chairman
Dr. N. L. Britton, Prof. H. B. Dörner

Entomologist

Prof. H. C. Irish, St. Louis, Mo.

Botanist

Dr. N. L. Britton, Botanical Gardens, N. Y.

Pathologist

William Martin, New Brunswick, N. J.

The Complete Roster

Following is the complete roster of officers, directors, committeemen, specialists and state vice-presidents for 1920:

Officers

President

Abraham Lincoln Miller, Jamaica, N. Y.

Vice-President

Fred C. W. Brown, Cleveland, O.

Secretary

John Young, 1150 Broadway, New York.

Treasurer

J. J. Hess, Omaha, Neb.

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Term 1919-1921: A. M. Manda,
West Orange, N. J.; Charles E. Critchell,
Cincinnati, O.

Term Expiring 1922—Joseph H. Hill, Rich-
mond, Ind.; C. C. Pollworth, Milwaukee,
Wis.

Term Expiring 1923—P. Knabbe,
Cleveland, O.; Paul R. Klinghorn,
Chicago, Ill.

Chairman, National Flower Show Committee

George Asmus, Chicago, Ill.

Chairman, National Flower Show Committee
George Asmus, Chicago, Ill.

Directors Under Affiliation to Serve One

Philip Breitmeyer, Detroit, Mich., President
Florists' Telegraph Delivery Association.
Robert Pyle, West Grove, Pa., President
American Rose Society.

Theodore Dörner, La Fayette, Ind., Presi-
dent American Carnation Society.

E. G. Hill, Richmond, Ind., President Flor-
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Archie M. Henshaw, New York, President

William F. Ekas, President Florists' Club
of Baltimore.

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No.	Diam.	Ha.	Doz.	100
10	20 in.	8 1/2	25.00	\$287.50
20	18 in.	7 1/2	30.00	237.50
30	16 in.	6 1/2	36.00	195.00
40	14 in.	5 1/2	42.00	168.75
50	12 in.	4 1/2	50.00	150.00
60	10 in.	3 1/2	60.00	110.00
70	8 in.	2 1/2	75.00	77.50

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E. A. Harvey, Brandywine Summit, Pa., President Florists' Club of Pennsylvania.
L. P. Jensch, St. Louis, Mo., President National Association of Gardeners.
W. J. Kennel, Cincinnati, Ill., President Illinois State Florists' Association.
A. Krasnitsch, New Albany, Ind., President State Florists' Association of Indiana.

National Flower Show Committee
George Asmus, Chairman, Chicago, Ill.; term expires Dec. 31, 1924.
W. H. Duckham, Madison, N. J.; term expires Dec. 31, 1920.
Patrick Welch, Boston, Mass.; term expires Dec. 31, 1921.
Thomas Roland, Nahant, Mass.; term expires Dec. 31, 1922.
Herman P. Knoble, Cleveland, O.; term expires Dec. 31, 1923.
Frank H. Traenkle, New York, N. Y.; term expires Dec. 31, 1925.
The above committee elects its chairman

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William F. Gude, Chairman, Washington, D. C.
James McHutchison, New York, N. Y.
Wm. H. Siebrecht, Jr., L. I. City, N. Y.
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Leonard H. Vaughan, Chicago, Ill.
F. R. Pierson, Tarrytown, N. Y.

Committee on Publicity
J. Fred Ammann, Edwardsville, Ill.; term expires Dec. 31, 1920.
Henry Penn, Chairman, Boston, Mass.; term expires Dec. 31, 1921.
Edwin J. Faneourt, Philadelphia, Pa.; term expires Dec. 31, 1922.
Wallace R. Pierson, Cromwell, Conn.; term expires Dec. 31, 1923.
George Asmus, Chicago, Ill.; term expires Dec. 31, 1924.
The above Committee elects its chairman

Committee on School Gardens
Benjamin Hammond, Chairman, Beacon, N. Y.
A. T. De LaMare, New York, N. Y.
Irwin Bertermann, Indianapolis, Ind.
Michael Barker, Chicago, Ill.
Leonard Barron, Garden City, N. Y.

Committee on Development of American Products
F. R. Pierson, Tarrytown, N. Y.
Charles L. Bann, Knoxville, Tenn.
E. G. Hill, Richmond, Ind.

Committee on Nomenclature
Prof. E. A. White, Chairman, Cornell University, Ithaca, N. Y.
Dr. N. L. Britton, Botanical Gardens, Bronx Park, New York.
Prof. H. B. Dornier, Urbana, Ill.

Entomologist
Prof. H. C. Irish, St. Louis, Mo.
Botanist
Dr. N. L. Britton, Botanical Gardens, Bronx Park, N. Y.
Pathologist
William Martin, New Brunswick, N. J.

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Alabama, W. B. Paterson, Montgomery.
Arizona, J. H. ...
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California, South, A. F. Borden, Los Angeles.
Connecticut, Carl C. Reek, Bridgeport.
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Idaho, W. A. Worrell, Pocatello.
Illinois, North, Guy W. French, Morton.
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Michigan, East, H. W. F. Goetz, Saginaw.
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New Brunswick, K. Pedersen, St. John.
Quebec, William Cotter, Montreal.
Cuba, Antonio Martin, Havana.

OBITUARY

W. MARCUS STEPHENSON.

W. Marcus Stephenson, rose grower, Oak Lane, Philadelphia, died on the 27th ult., at his home, 7009 Old York Road, and was buried at St. Paul's Churchyard on the 30th. The funeral was attended by many friends in the florist and gardening line. His father, John Stephenson, was in the florist and landscape line before him and the son continued and enlarged the business. He became especially notable during the last ten or fifteen years as a rose grower and built a large range of up-to-date glass at City Line, especially for that purpose, in addition to his place at Oak Lane. He was highly respected by all who knew him.

Carnation Morning Glow Has Been Sold in the Boston Market for 4 Years

It is there considered a bread and butter Carnation. **The Grower likes it**, because it is free and has no tricks. **The Seller likes it**, because it ships and keeps splendid—and what is best of all—

THE LADIES ADMIRE, AND ALWAYS BUY IT for its fresh, rosy color, just like morning glow. **Morning Glow** is early, free, has a good habit, fine stem and for blooming during the Summer, cannot be beat. While not one of the largest Carnations, it is considered

THE MOST PROFITABLE OF ALL
Cuttings sold by the originator, \$7 per 100, \$65 per 1000
EDWARD WINKLER, Wakefield, Mass.



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It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order.

Flowers Under Glass

It has been a busy holiday season, but now the rush is over florists can get down to regular work again. Before the memories of the season have become dim, though, it will be to their advantage to note down all of the important items in connection with their business. It will be of great benefit to them next year in helping to avoid mistakes and in reducing labor.

There seems to be no reason why florists should not go ahead with full confidence; even though prices may come down a little there is certain to be a big market for all that the florists can grow, and in many lines stock is short. Carnation men should be certain to have a good supply of cuttings. It is time also to make rose cuttings. In this connection let it be said that florists are not always careful enough in the plants they use when making cuttings. Only the strongest, heartiest growing plants should be chosen. It doesn't take long for stock to degenerate unless care is exercised in this respect. It really pays to pick out the plants which produce the most flowers and the most perfect blooms, and to use them for wood. There is much more individuality in different plants than is sometimes realized, and it is possible to continually improve on stock by care at the time when cuttings are being made. There are various ways of marking plants which are to be used for cuttings. The one recommended by Arthur Ruzicka is to tie a piece of pasteboard to the top of the stake. Particulars about making cuttings were published under this heading last week.

Roses which were potted up in November must be starting into growth now if they are to be in bloom for Easter. It is very important to get good active root growth before the leaf buds start very much. It is well to have a temperature of from 40 to 45 degrees from ten to twelve days. After that the heat can be increased.

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BOSTON'S CHICAGO PARTY.

Framingham, Mass., Dec. 29, 1919.

Dear Sir:—Possibly you would like to make the following announcements regarding the Boston party arrangements to Chicago A. C. S. Convention. Leaving Boston January 19, 2 P. M., South Station, arrive at Chicago January 20, 3 P. M., Illinois Central Station.

Fare one way.....	\$33.05
Section	10.69
Lower berth.....	5.94
Upper berth.....	4.75
Drawing room.....	21.60

All including war tax.

I shall be pleased to make reservation for anyone on receipt of check to cover expense of fare and berth.

Reservation should be procured at once as travel is very heavy and it will be impossible to get accommodation if delayed too long.

S. J. GODDARD.

A NOTEWORTHY CATALOGUE.

The new annual catalogue of W. Atlee Burpee & Co., is very different from the average catalogue and noteworthy in several ways. Discussing the reasons for the arrangement adopted, Mr. Burpee said:

"We are following out our plan of last year of dividing the vegetable seed section into four distinct classes of root crops, eddible seeds, greens and salads, and vegetable fruits. You may have wondered why we did away with the old alphabetical listing. There are two reasons. One is mechanical and the other is from a sales standpoint.



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BURNETT BROS.

Seeds, Bulbs, Plants Etc.

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Write for our Illustrated Catalog

"In the mechanical make-up of the book we aim of course to get the color plates next to the class of vegetables that they respectively illustrate. For instance, we want the beet plate to be next to the beets which are listed in black and white, and with the great number of inserts that we have in the annual now we found that impossible to do if we continued the old alphabetical arrangement.

"From the sales standpoint it really seems advantageous to get our customers to think of the vegetables in connection with the different classes, or in reference to the purpose for which the vegetable is grown. We feel that we have been successful in slightly increasing the number of varieties purchased, principally due to our group system."

The Burpees are offering two new dahlias this year. One is Golden Rose and the other Lilac Queen. There also are fourteen distinct new varieties of early flowering Spencer sweet peas offered in the annual for 1920 for the first time.

THE NEW YORK HORTICULTURAL AND FLORAL CLUBS.

The Albany Florists' Club has invited the New York Federation of Horticultural Societies and Floral Clubs to be their guests on January 15, 1920. There will be a short business session of the Federation at 3.30 P. M., followed by a lecture by Dr. S. W. Fletcher, of the Pennsylvania State College, on French horticulture. A banquet will be followed by informal after-dinner speaking and a general good time. The affiliated societies are asked to send delegates and thus show the Albany horticulturists that their hospitality is appreciated, and incidentally help advance the horticultural interests in New York State. The Albany florists will "say their welcome with flowers" and a feed. All delegates should report at the store of F. A. Danker by 1 P. M., on Thursday, January 15.

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1000 seeds....\$3.50 | 10,000 seeds.\$30.00
5000 seeds....16.25 | 25,000 seeds. 68.75

ASPARAGUS Sprengeri
1000 seeds....\$0.75 | 10,000 seeds...\$5.50
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CENTAUREA Oz.
Candidissima, per 1000 seeds, 40c. \$2.00
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LOBELIA Pkt. Oz.
Crystal Palace Compacta...\$0.30 \$2.00
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Grandiflora fringed.....\$0.30 \$0.50
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Bonfire40 2.50
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VERBENAS
Mammoth Fancy Blue\$0.30 \$1.25
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" " Striped30 1.25
" " White30 1.25
" " Mixed30 1.00

VINCA
Alba15 .75
Alba Pura15 .75
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WHEN FLORISTS ADVERTISE

They Do Not Always Use the Best Copy.

It is safe to say that more advertising has been done by florists the past holiday season than ever before in the history of the trade. It would be exceedingly interesting if the results of this advertising could be analyzed so as to determine just the extent to which it paid. Of course this is impossible, but in looking over the different ads. the writer is impressed with the fact that some of them lacked the persuasive quality which is necessary to attract retail customers. This has been noticeable in several advertisements occupying considerable space and therefore costing a considerable sum of money. On the other hand, some of the smaller advertisements have been so phrased and displayed as to catch the eye and excite the imagination to a greater extent. One ad. that caught the writer's eye as it appeared in the daily paper was put out by the Navlet Co., of San Francisco. It was as follows:

HOLIDAY
PLANTS AND FLOWERS

A gift of flowers or plants is perfectly expressive of the donor's esteem.

Floral gifts combine with beauty and appropriateness. For a plant-loving friend nothing could be more happily selected.

Why not give a pretty plant? A fern? A bouquet?

Telegraph orders carefully taken care of.

CHAS. C. NAVLET CO.

Nurserymen—Seedsmen—Florists
423-27 Market St.,
San Francisco, Calif.

Also 20-22 East San Fernando St.
San Jose, Calif.

It seems to the writer that this advertisement must have sold both flowers and plants. While there is nothing ornate or spectacular about it, it is direct and to the point. It gives the reader reasons why he should buy certain goods, and then informs him that these goods can be obtained at the store of the advertiser.

At about the same time the writer found the advertisement of John J. O'Brien in a Boston paper. This advertisement was about three times the size of the one mentioned, although occupying only a single column. The text read as follows:

Be sure to have your home's Christmas Decoration orders placed in time.

For flowers and festoons, wreaths and garlands are needed to make that festive day complete.

LILY BULBS FROM STORAGE

GIGANTEUM, RUBRUM, ALBUM, AURATUM
MELPOMENE, LILY OF THE VALLEY

Careful storage, prompt express shipment
on dates as arranged

Gladiolus Bulbs

For Early Forcing
Of Finest Size and Blooming Quality

43 Barclay St.
NEW YORK CITY

Vaughan's Seed Store

33 W. Randolph St.
CHICAGO, ILL.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6267
5948

WELCH BROS. CO.

262 DEVONSHIRE STREET
BOSTON, MASS.

BEGONIAS

CHATELAINE BEGONIAS: 2 1/4 inch pots, \$7.00 per 100, \$65.00 per 1000. Mrs. Patten Begonia, \$10.00 per 100.

COLEUS, rooted cuttings Golden Bedder, Velschaffeltii, Firebrand and best bedding kinds: \$1.50 per 100, \$12.00 per 1000.

EDWARD F. NORBERG,

Magoun Street
NORTH CAMBRIDGE, MASS.

DESTROYED BY HAIL

Last Summer a florist who had imagined he was outside of the hail section lost upwards of 50,000 square feet of glass by hail with no insurance to recompense him.

He is now a member of the Florists' Hail Association of America.

Profit by experience and join the Association now. Address

JOHN G. ESLER, Secretary
Saddle River New Jersey

CARNATION CUTTINGS

READY IMMEDIATELY

	100	1000
Ruth Baur	\$12.00	\$100.00
Ethel Fisher	14.00	115.00
Morning Glow	7.00	65.00
Laddie	10.00	90.00
Pink Delight	7.00	60.00
White Benora	7.00	65.00
Enchantress Supreme, Rose-Pink Enchantress, Mrs. C. W. Ward, Merry Christmas, Rosalia, Aviator, Beacon, Crystal White, White Enchantress, White Wonder, Belle Washburn, \$6.00 per 100, \$50.00 per 1000.		
Matchless, Pink Enchantress, Alice, White Perfection, \$5.00 per 100, \$40.00 per 1000.		

C. U. LIGGIT

303 Bulletin Bldg. Philadelphia, Pa.

Do not wait until the last minute, but get your orders in well ahead - today, so that we can be certain to have your needs well taken care of.

Remember, too, that we have Xmas flowers or wreaths delivered anywhere in the United States or Canada through our telegraph delivery connection with leading florists everywhere.

On account of the abnormal rush, Xmas wire orders should be placed in advance.

JOHN J. O'BRIEN, Florist,
67 Beacon Street, Cor. Charles Street.
Telephones—Hay. 2009-331.

These paragraphs of course tell their story succinctly and pointedly, but the advertisement, in the writer's opinion, was not a success because of the poor way in which it was displayed. The reading matter was very small and inconspicuous. Nearly half the space was taken up by a cut showing a

young man and woman stepping out from behind a curtain. To be sure there was a holly wreath at the top of the page, but at a casual glance the advertisement might have been that of a department store or a furniture store as well as that of a florist. "Say It With Flowers" was in such fine type that it could scarcely be read, and it was only when the bottom of the advertisement was reached that the florist stood out at all prominently. Here is a case of intrinsically good copy poorly displayed. It may be that Mr. O'Brien was perfectly satisfied with the advertisement, and that it brought him an abundance of business, but speaking in a general way it is important that the eye of the reader should be caught and held by something which will suggest to him the need or desirability of the thing which the advertiser offers.

New Year's Greeting

President Miller's Message to All Members of the S. A. F. & O. H. and Affiliated Bodies

We are all standing together on the old December platform, suitcases in hand and our other baggage checked, waiting for the 1920 express. We hear the warning screech of the locomotive whistle around the curve. The train draws in, on schedule to a second.

Old Father Time, the one train dispatcher who is always on the job, no matter what the weather may be, swings his dim lantern; Experience, the only conductor in whom we may with safety place our confidence, shouts "All aboard."

We all pile in. There are ample reservations in the popular parlor car, Good Luck, and there's a well stocked dining car forward. Caution, the brakeman, closes the gates. Again the whistle screeches and we are off, Hope, the headlight, blazing the way into January.

Well, how do things look for a successful journey? Our last year's trip on the 1919 wasn't so bad after all. Here and there for one reason or another there was a slow down but we didn't jump the track or have a collision and we got in on time.

In extending the season's compliments to our beloved society and affiliated organizations, my best wishes go to each and every one. To the dear ladies of our sister society I extend my hearty greetings. May God spare them to continue the good work of making our annual gatherings more pleasant by their inspiring presence. I hope and believe that the 1920 Express will carry us all safely through and that we will be happier and more prosperous at the end of the run than ever.

We have reason to congratulate ourselves at this time, fellow members. The good old U. S. A. stands out on the world map bigger than ever, more patriotic than ever. After a rest-up, following the end of the war, we have taken stock and find that prosperity is with us in abundant measure. But our share of it in the New Year will not come with mere wishing. We need to take off our coats, roll up our sleeves and get down to hard work. We have got to go after it.

Our society represents co-operation, thrift and conservation. We owe a great deal to our old leaders. They appreciated these three great qualities and founded our society upon them. Let us strive to continue their good work to make our organization more influential and more representative. In union is strength. All the way from the greenhouse to the retailer there

should be helpful co-operation. Our interests are closely allied. For one to be successful, all must share in the success.

In the year just beginning, there are important matters which are bound to engage our attention, a few of which I want to mention.

While we have great respect for the men who form the membership of the Federal Horticultural Board, we never-



PRESIDENT A. L. MILLER

theless feel that the efficiency of that important body would be materially strengthened, and the best interests not only of the florists but of the public in general served, were practical growers invited to suggest one of their number for appointment on that board. In all fairness to the great and ever developing industry which is represented by our organization, we believe the department should have the official benefit of the ripe experience which comes through continued, direct touch with the various activities in plant propagation and culture.

Encourage recreation and affiliation. "All work and no play makes Jack a dull boy." This particularly applies to the florist who does not affiliate himself with his trade organizations. He misses many opportunities. No man in our profession can afford to be on the outside and no one is too big or too small to become a part of us. We are fortunate to have such an edifying membership and I hope soon to see all the wholesalers, cut flower growers and pot plantsmen enrolled.

Publicity

Support publicity. Our publicity

campaign is only in its infancy and needs to be encouraged. We are indeed favored by having such efficient men to wage this campaign, but we must all join and help in the work. Just imagine what we have accomplished in less than two and a half years. Why, for a few thousands, we have succeeded in flashing our slogan "Say it With Flowers" throughout the United States, yes, throughout the whole civilized world; while other tradesmen and manufacturers, after spending many years of laborious work and incurring exorbitant expenses, have not met with the success we have.

I congratulate myself on having such fine material for State Vice-Presidents, men who willingly give their time to work toward making our society as strong as the rock of Gibraltar.

To the officers I want to say that I feel greatly honored in being elected to serve in this high office, and with their co-operation and that of my fellow members, I will do my utmost to make my administration a success.

I need add only one thing. Let us work in the New Year with a united purpose to carry forward the work committed to our hands. The road lies straight ahead and, as a wise old Arab said years and years ago:—"No man is ever lost on a straight road."

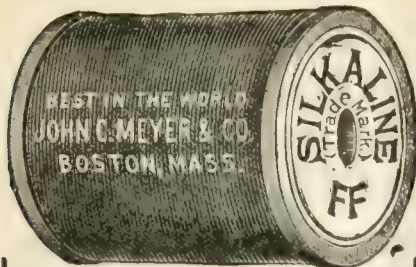
ABRAHAM L. MILLER, Pres.

THE RETIRING PRESIDENT'S MESSAGE.

Greetings to one and all with best wishes for a Happy and Prosperous New Year.

After two very trying years for our predecessors in office, and the trade at large, we were, on January 1, 1919, ushered into office under most auspicious conditions. Demand for florists stock was exceptionally good. Growers and retailers were getting prices worth while, the volume of business was greater than ever before and everybody was well pleased and satisfied.

Now let us make a short review of the why and wherefores. First of all, we had less production at the close of 1918 and beginning of 1919 than we had for some time previous. The many reasons for which, we need not go into detail here. Second, the demand for our product, no doubt, was greater than ever before. Some say on account of the flu epidemic, others say publicity was a large factor. Well let us grant that it was either, or probably both. One thing we must all admit—It was a condition brought about by the supply and demand. Now then,



The Meyer Florists' Green Thread is different from any other make. Every spool contains 2 ounces of actual thread, 16 ounces to a pound. See that you get the Meyer Florists' Green Thread and you will get the very best thread in the world. Don't take any substitutes.

Manufactured by

John C. Meyer Thread Co.
BOSTON, MASS. Mills at Lowell, Mass.

For All Flowers in Season Call on

THE LEO NIESSEN CO.

1201 Race St. Philadelphia, Pa.

EDWARD REID

WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin N. Y.

10,000....\$2.50 50,000....\$11.00 Sample free.
For Sale by Dealers

GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.



Henry M. Robinson Co.

55-57 West 26th Street
and 430 Sixth Avenue

Telephone:

Farragut 13 and 3180

if that is true, and I am sure it is, then we, no doubt have the problem solved. All we have to do is to create a demand sufficient for the supply and we all will be happy. This has been one of the primary aims of the past administration. We tried it through publicity, both national and local. The results, we feel, were very satisfactory for a beginning.

Local co-operative advertising has been initiated into many communities with very satisfactory results. The F. T. D., as an organization and through its individual members, has done some very creditable work along this line. The national publicity contributions are, however, not coming in nearly as well as they should. In order to keep up this great work more activity must come from the yet indifferent class among the trade. There



J. FRED AMMANN

is only one good reason why a florist, be he grower, wholesaler or retailer, should not subscribe, or rather invest, in national publicity. That one reason is "If he does not expect to pay his pledge when due."

A condition already existed where the Publicity Committee had to temporarily borrow funds against outstanding accounts to pay advertising bills promptly. This should not be so, and I want in closing to admonish all subscribers to pay their pledges promptly so the committee can get the benefit of all cash discounts, which amounts to a considerable amount in one season.

Just as a closing word, I want to express my sincere gratitude to all who have had a part in the great stride our society has made the past year. The credit belongs to no one person, least of all to myself. It is due to the efforts

H. E. FROMENT
Wholesale Commission Florist
Choice Cut Flowers

New Address, 143 West 28th St., NEW YORK
Telephones: 2200, 2201, Madison Square.

WM. P. FORD
Wholesale Florist
107 W. 28th Street, NEW YORK

Telephone 5335, Farragut
Call and Inspect the Best Establishment
in the Wholesale Flower District.

WALTER F. SHERIDAN
Wholesale Commission Dealer in
CHOICE CUT FLOWERS

133 West 28th Street New York
Telephone 4234 5535 Madison Square

E. G. HILL CO.

Wholesale Florists
RIEHLAND, IND.

Please mention Horticulture when writing.

REED & KELLER
122 West 25th St., New York
Florists' Supplies

We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
Florists' Requisites

THE KERVAN CO

Fresh Cut Decorative Evergreens
Highest Standard of Quality. Largest
Stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies
119 W. 28th St., - NEW YORK

WILLIAM H. KUEBLER

Brooklyn's Foremost and Best
WHOLESALE COMMISSION HOUSE
* First Class Market for CUT FLOWERS *
Willoughby St Brooklyn

WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to
UNITED CUT FLOWER CO., INC.
111 W. 28th St., New York
D. J. Pappas, Pres.

FRANK J. REYNOLDS CO.
Wholesale Florists

Boston Co-operative Flower Market
260 DEVONSHIRE STREET
BOSTON, MASS.

of the various committees, the administration office, the earnest co-operation of our affiliated societies, and the liberal space given to the work by the trade press.

Gentlemen, I thank you one and all from the bottom of my heart for the service you have rendered our beloved society, and for the privilege I have had in having a part with you in moving the grand old S. A. F. & O. H. just a step onward. Now let us all unite in joining heart and hand with the new administration towards a greater goal and higher ideals.

Sincerely yours,

J. FRED AMMANN,
Retiring President.

SEC. YOUNG'S NEW YEAR MESSAGE

To the Members of the S. A. F. and O. H.:

My hearty wishes for a most happy and prosperous New Year are extended to every member of the society. My personal thanks to a large number are also gratefully extended for their liberal support given to the secretary's office in its work during the year just closed.

The society may be congratulated upon entering its thirty-sixth year under most favorable conditions. The growth in membership in 1919 was rather remarkable in comparison with the growth of former years, especially when we consider the fact that general business conditions were going through a period of reconstruction. Most notable has been the large influx of life members, nearly 800 being the total for the year.

Prominent in the work we shall be called upon to do in 1920 will be the continuation of the Publicity Campaign. While little more than half of the \$100,000 fund which our Publicity Committee believed it possible to raise last year materialized, every dollar was expended to advantage, and a marvelous amount of publicity resulted. With conditions vastly better, the fund for this year should be easily raised. The campaign has resulted in a vast amount of benefit to the whole trade, and the value of our slogan "Say It With Flowers," for publicity purposes, is estimated at millions of dollars. We should be untiring in our efforts to cash in on this value during the year.

For the first time the society has a vice-president in every state in the union, and in the territory of Alaska; there are vice-presidents also in most of the Canadian provinces, and in Cuba. Through these appointments the society has both national and inter-

J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

Wholesale Growers of Cut Flowers ROSES, CARNATIONS

AND ALL OTHER SEASONABLE STOCK

Shipping orders have most careful attention always

FUTTERMAN BROS.

Wholesale Florists, 102W. 28th St. New York

The Right People to Deal with. Phone Watkins 9761-159 Consignments solicited.

B. A. SNYDER CO. Wholesale Florists..

Hardy Cut Evergreens, Cut Flowers and Florists Supplies

21-25 Otis Street, BOSTON, MASS.

Telephone Fort Hill 1083-1084-1085

WILLIAM F. KASTING CO. Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

New England Florist Supply Co.

276 Devonshire Street,

BOSTON, MASS.

Telephones, Fort Hill, 3469 and 3135

Would like to handle consignments from growers of good Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

130 West 28th Street, New York City

The House for Quality and Service

ZECH & MANN

We are Wholesale Florists Doing a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

Little Ads. That Bring Big Returns

Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser. Anything wanted by florists, gardeners, park and cemetery superintendents, etc., can be sold through this medium.

Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.

THE BOILER OF Unequalled Fuel Economy

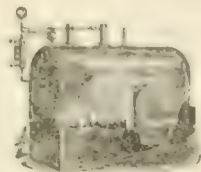
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 408 W. Erie St.
CHICAGO

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO

national representation, and is in touch with trade conditions generally.

Only two additional trade organizations have, so far, taken advantage of the affiliation privilege presented under our by-laws—the State Florists' Association of Indiana, and the Illinois State Florists' Association. With the requirements in the way of affiliation made easier, by the amendments to the by-laws passed at the Detroit Convention, it was expected that organizations in the West and South

tion, which represents his interests in emergencies with which he as an individual cannot possibly cope. There is much truth nowadays in the old saying: "United we stand, divided we fall." We should, then, do out utmost to place our society where it ought to be—in the front rank of trade bodies, ready to battle against anything and everything likely to be detrimental to the well-doing of our craft.

JOHN YOUNG, Secy.

1170 Broadway, New York, N. Y.
Dec. 27, 1919.

SALESMANSHIP THAT HELPS BUSINESS

It is related by the Retail Public Ledger that a customer recently entered a drug store and asked for some insect powder. The unthinking clerk immediately piped up in a voice loud enough for all the other customers to hear:

"I suppose you mean bed bug powder. How big a package do you want?"

It is obvious that salesmanship of this kind, if indeed it can be called salesmanship at all, drives customers away from a store instead of attracting them. Perhaps there is no analogy between a drug store and a florist's store, but the illustration is used to show how much depends upon the man who sells the goods. Not long ago the writer entered a store, and when he didn't seem disposed to purchase the high priced stock which the salesman wanted to sell him, the latter immediately seemed to lose all interest in me as a customer, with the result that I walked out and placed my order elsewhere. It is safe to say that the proprietor would never have tolerated such an exhibition of poor judgment if he had witnessed the scene. If stock of the cheaper grades is offered, it is apparent that the store expects to sell it.

The good salesman is the one who can dispose of the most profitable goods when the occasion is right, but who also knows how to frame his

policy so as to gradually go down the line until he meets the customer's desires or the price he can pay. He must offer the lower priced article, too, with as much interest and good will as though he were selling the highest priced article in the store. A single sale is a minor matter, after all. It is the sale which brings other sales and thus starts a chain which may go on increasing its length for years which counts. The customer who is pleased invariably comes back and it is human nature for him to bring his friends with him. Many a business has been given a good start through the courtesy and wise dealings of the owner as long as he could meet his customers himself, but has ceased to flourish when it became necessary to depend upon hired help. I know of several stores where it would be of the greatest benefit to the owner or manager if he would get his help together in a corner two or three times a week and give them a lesson in dealing with customers.

Perhaps the principles outlined here are of more importance in a retail florist's establishment than in many other lines, for the sale of a single carnation, if made by a clerk with a happy smile and a cordial manner, may mean a wedding or funeral order running into large figures the very next week. Salesmanship is becoming such a science that the storekeeper who does not note its significance is certain to fall behind the procession. One large concern has issued a Better Business Bulletin, in which the following rules of conduct for retail salesmen are outlined. They are worth the study of every florist who employs help, and it would be well if they could be put into the hands of every clerk in such a store, with the statement that the principles outlined must be made henceforth a part of the store's policy.

"Why not consider them as guests in your store?"

"Let yours be a typical 'shine shop' where courtesy rules. Customers will respond to the feeling of your store



SECRETARY JOHN YOUNG

would make efforts to secure representation upon our Executive Board.

This year the annual convention is to be held in Cleveland, the dates August 17, 18 and 19. It is not too soon to plan to be in attendance. There is much to be seen in and around Cleveland of interest to florists, and it goes without saying that visitors will be heartily welcomed by our fellow craftsmen.

Let all of us use our best endeavors to increase the strength of our organization this year. In some states our membership is far behind what we might expect, and, surely, it is to the advantage of every live florist to become a member of his trade organization.

SULCO-V.B.

A SULPHUR-FISH OIL-CARBOLIC COMPOUND

The Master Spray of the 20th Century

FOR THE CONTROL OF

THE SAN JOSE, OYSTER SHELL and other SCALE INSECTS. GREEN, ROSEY and WOOLEY APHIS—Known as Plant Lice, PEAR PSYLLA, CELERY, ONION and ROSE THRIPS—Known as Plant Fleas. And the FUNGUS SPORES DEVELOPING the BROWN or RIPE ROT of the PEACH, PLUM and other STONE FRUITS. PEACH LEAF CURL. APPLE and PEAR CANKER and SCAB. And many other species of FUNGI SPORES.

Send for the New Booklet Describing

SULCO-V.B.

A combined contact insecticide and fungicide of known reliability

Simple, Sure and Safe — Right in Principle and Price

From your dealer or direct—go to your dealer first

Address COOK & SWAN CO. Inc.148 Front Street
NEW YORK CITY141 Milk Street
BOSTON, MASS.
Geo. H. Frazier, Mgr.

just as guests like the genuine welcome in your home.

"People instinctively knew whether or not you take a genuine interest in their affairs. Instinct tells them whether they are regarded as just so much 'trade;' and you can't blame them for not wanting to buy in a store where there is a 'take-it-or-leave-it' atmosphere.

"Clerks do not have to talk sweet platitudes in order to be courteous. Courtesy is genuine and forced attempts at pleasantry always fall flat. Some men, for instance, have the happy faculty of making an ordinary remark about the weather in a manner and tone of voice that absolutely proves their intention to be polite.

"The clerk or proprietor who fails to learn the philosophy of a smile loses sales that pleasantness would have won.

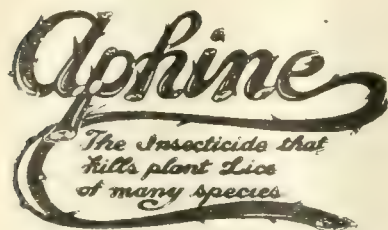
"Friendship wins friendship. Once your store has achieved the 'sunshine shop' reputation you will find it the best advertisement of all. Friendly store spirit wins friendship for your store that no competitor can undermine.

"There is no place in the business world for a 'grouch' Keep smiling."

PRESENTATION TO SAMUEL ROBINSON

Samuel Robinson, president of the Boston Floral Supply Company, had several reasons to be more than usually happy on Christmas Day. His company had had a remarkably successful season with a promise of continued prosperity in the year to come. That fact made him feel good of course, but in addition Miss Dora Guesser, the floor lady, stepped forward and in behalf of the employees presented Mr. Robinson with a handsome and expensive pair of cuff links and also a beautifully engraved knife bearing the inscription, "To our beloved friend." Miss Guesser made a brief speech, expressing the cordial feelings of the employees, to which Mr. Robinson replied feelingly, heartily thanking his people for their remembrances.

According to reports from Western Pennsylvania, the American Beauty crop is not so large as last year. The Pittsburg Cut Flower Co., says, however, that the quality of Beauties this year is extra good. In the same section of the country growers of sweet peas have suffered no little loss from the continuous dark weather, which has caused the buds to drop off. This condition has also existed to some extent in other parts of the country.

**The Recognized Standard Insecticide.**

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For ear worms, angle worms and other worms working in the soil

Quarts, \$1.00; Gallon, \$3.00

SOLD BY DEALERS

Aphine Manufacturing Co.

MADISON, N. J.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

½ Pint, 30c.; Pint, 50c.; Quart, 90c.; ½ Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00. Direction on package.

LEMON OIL COMPANY

Dept. S. 420 W. Lexington St., Baltimore, Md

CAMBRIDGE

NEW YORK



World's Oldest and Largest
Manufacturers of
FLOWER POTS

WHY?**A. H. HEWS & CO., INC.**

Cambridge, Mass.

**When writing to advertisers kindly
mention HORTICULTURE**





MASTICA
For Greenhouse
Glazing
USE IT NOW
F. O. PIBROE CO.
12 W. BROADWAY
NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty. Lasts longer than putty. Easy to apply.



USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' Standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House Order, or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
34 Union Stock Yard, Chicago



PATENTS
Trademarks
and Copyrights
Difficult and rejected cases specially solicited. No misleading inducements made to secure business. Over 30 years' active practice. Experienced personal, conscientious service. Write for terms.
Address
SIGGERS & SIGGERS
Patent Lawyers
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HORTICULTURE

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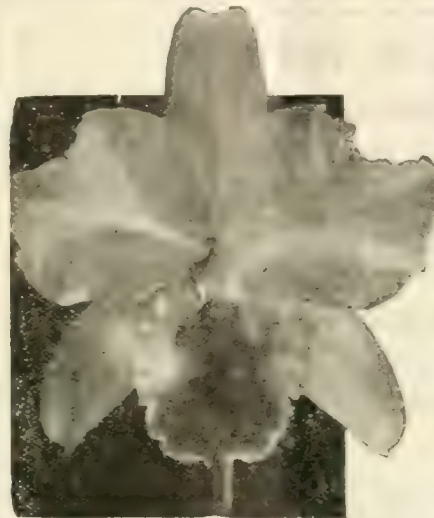
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Department

NATIONAL PUBLICITY CAMPAIGN.

The Campaign for 1920 opens under very auspicious conditions. The florists' industry is in most satisfactory shape, and complaints as to poor business are rare indeed. The general demand for flowers is running a close race with supply. Our wholesale markets are discharging their heavy loads without signs of gluts in any direction. The horizon of business is clear, and prices were never so remunerative. These conditions have, in the main, prevailed since the opening of the fall season.

Can anyone question that our Publicity Campaign has not had a great deal to do with this? The public think of flowers now as they never did before. Sentiment, which should be a large factor in creating a demand for our products, has been aroused to a remarkable extent, and gifts of flowers are becoming of common occurrence where not long ago they were altogether too rare.

The meaning of our slogan is well understood, and "Say it with Flowers" comes readily to mind at the right time.

The reports covering the Christmas business throughout the country without exception describe the volume as unusually large, and most of it record-breaking in character—and this in spite of, perhaps, the highest prices ever experienced by the public. In many localities it was impossible to obtain sufficient stock to meet the demand. A Western florist in writing our Promotion Bureau intimated that he was prepared to increase his contribution to the Publicity Fund. The demand for flowers was very great, he said, and due, of course, to the Campaign.

Our efforts certainly have been rewarded with success, in measure far greater than could have been anticipated. The predictions of our large band of optimists have been entirely fulfilled, and we are going into the year just opened to us with the feeling of satisfaction that we are not experimenting, we are not taking chances, for we know absolutely that the money we have expended is returning to us with the proverbial hundredfold increase, and much more.

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1920

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have done to deserve your share in this benefit. Don't think we are scolding, but we do want you to think that we need your support to carry along our Campaign. Remember that we have now not only to keep alive the interest already created, but to extend that interest. The more we can spread our propaganda, the greater the benefit to enjoy.

Our slogan, "Say it with Flowers," is worthy of all we can lavish upon it. It cannot be over-popularized—it would mean loss to us as an industry did we not popularize it enough. Help us to keep our publicity going—going all the time, not spasmodically. And do your best to assist the movement personally, in your own vicinity, where you can easily link up with our Campaign announcements to your personal advantage. Drop us a line and we will tell you how.

At the present time, our auditors are going over our finances; therefore, for a week or two we are not able to make a statement as to what our resources will be for the season extending beyond St. Valentine's Day. Every Subscriber to the Fund, however, will, in a few days, receive a notification as to the payment of his 1920 contribution so nobly pledged before hand. For the same reason we are unable, at this time, to announce the exact amount pledged for the 1920 Campaign, but particulars in full will be published in the next issue of this paper.

With the assistance our work deserves, we can make the New Year a banner one for the trade.

JOHN YOUNG, Secy.

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DEPARTMENT OF PLANT REGISTRATION.

Adiantum Pelicanii.

Public notice is hereby given that as no objection has been filed against the registration of Adiantum Pelicanii by Frank D. Pelicano, 119 Guttenburg street, San Francisco, Cal., the same becomes complete.

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COMING EXHIBITIONS.

March 24-28, 1920, Boston, Mass.—Exhibition of orchids and other plants of the Massachusetts Horticultural Society at Horticultural Hall. William T. Rich, secretary, Horticultural Hall, Boston.

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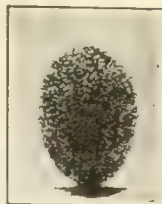
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Booking orders for December 15, and later. We are well prepared to supply in quantity and our growers have a high reputation for the quality of cuttings produced for years past. Have made special arrangements to supply **Laddie, Morning Glow** and **Pink Delight** from clean stock plants grown only for propagation purposes.

New and Scarce Carnations

	100	1000		100	1000
ETHEL FISHER (Peter Fisher), scar-			MORNING GLOW	7.00	65.00
let	\$14.00	\$115.00	WHITE BENORA	7.00	65.00
BERNICE (Howard), crimson.....	14.00	115.00	PINK DELIGHT	7.00	65.00
RUTH BAUR	12.00	100.00	HERALD	7.00	60.00
LADDIE	10.00	90.00	ROSALIA	7.00	60.00
			ENCHANTRESS SUPREME	7.00	60.00

Aviator, Belle Washburn, Doris, Benora, Rosette, Enchantress, White Enchantress, Beacon, Ward, Good Cheer, White Perfection, White Wonder, Miss Theo—\$6.00 per 100; \$50.00 per 1000. Matchless, Nancy and Alice—\$5.00 per 100; \$40.00 per 100.

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GENERAL NEWS NOTES.

The group of florists and seedsmen in the Chicago Association of Commerce have elected the following to the Ways and Means Committee: Chairman, R. B. Howe; vice-chairman, George Asmus; members, John Leonard, Leonard H. Vaughan and Frank M. Johnson.

Joseph E. Koppelman, one of the contracted for a large combination storage and display refrigerator, which will add much to the attractive appearance of his retail store.

Joseph E. Coppelman, one of the large flower growers of East Providence, has purchased a large business block on Custom House street. It is assumed that his wholesale business will eventually be housed there.

C. L. O'Connor, of Pawtucket, has constructed an addition to his greenhouse.

At the meeting of the New York Federation of Horticultural Societies and Floral Clubs as guests of the Albany Florists' Club, January 15, there will be a lecture by Dr. S. W. Fletcher, of Pennsylvania State College, on French Horticulture.

George Parker has been elected president of the Arkansas State Nurserymen's Association. E. H. Balland is secretary.

William P. Hanna, a Cleveland flor-

ist, died at his home, 9621 Union ave., recently, following an illness of seven years. Mr. Hanna was proprietor of a florists' shop in Cleveland for 35 years.

The Curtis greenhouses in Milldale, Conn., which have been famous for many years past for the production of chrysanthemums have this year been devoted to the raising and the culture of cyclamen. In all more than 7,500 of these potted plants have been sold to florists in the large cities.

George Main of Manchester, N. H., who is believed to be the oldest Odd Fellow in the world, had the prestige for a considerable time, according to the Boston Herald, of maintaining the first and only greenhouse in the state of New Hampshire.

A rumor has been going the rounds that Mr. Arthur Cowee of Berlin, N. Y. had sold his gladiolus business to a New York house. Mr. Cowee says that this is a mistake, having its foundation probably in the fact that he had sold to a New York seed house a large block of merchantable stock. He did not, however, include any gladiolus stock.

Prof. J. G. Jack of the Arnold Arboretum is to lecture on new plants before the Newport Horticultural Society, Tuesday evening, Jan. 13th.

TWO MEETINGS CALLED.

By order of President A. L. Miller, a meeting of the Board of Directors is called for Friday, January 23rd, and Saturday, January 24th, at the Hollenden Hotel, Cleveland.

And by order of Henry Penn, Chairman, a meeting of the National Publicity Committee is called for Wednesday, January 21st, and Thursday, January 22nd, at the Hotel La Salle, Chicago.

Members of the Board, and the Publicity Committee, should make their hotel reservations at once.

JOHN YOUNG, Secy.

1170 Broadway, New York, N. Y.

January 5th, 1920.

CLASSIFICATION OF EXHIBITORS.

The Dahlia Society of California places all commercial growers, gardeners, nurserymen, florists or any person hiring a steady gardener in the professional class. Those having business cards and letter heads are also considered professionals.

Semi-professionals are those who do not employ a gardener regularly and who do not make a livelihood from dahlias, but sell or trade dahlias for profit.

Amateurs are those who grow dahlias for pleasure and do not sell or trade for profit.

HORTICULTURE

Vol. XXXI

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No. 2

THE TALK OF THE TRADE

There was a time when the carnation known as Philadelphia was often sold for Ward, but that game cannot be played now, for dealers have become familiar with it. Philadelphia makes a splendid looking flower, but is exceedingly soft, so that it is almost worthless for shipping purposes. It has its uses, however, as I learned the other day when talking with Myron P. Ford, East Weymouth, Mass. Mr. Ford said that he always had some of the Philadelphias coming along and that for local trade and in making up funeral pieces they were very satisfactory indeed. He wouldn't try to ship them, of course, but found them worth growing for a private trade.

Since finding Philadelphia well grown with Mr. Ford, I learn that Mr. Fred C. Hoffman, East Ave., Pawtucket, and Leominster Floral Co. of Leominster, are also growing this variety, and with very good results, for retail trade, and it is proving entirely satisfactory.

Not long ago a prominent carnation man spoke of a grower in Connecticut who was still putting out Thomas W. Lawson and doing well with it, too. This reminded another old timer of the days when the Lawson carnation was introduced. He said that on one occasion Peter Fisher came into his establishment carrying a single specimen of the new carnation in a small box with a glass front. The lid was fastened with lock and key, so precious was the flower considered. The box was to be shipped to a gentleman in the west, and Mr. Fisher was exhibiting the flower before it started on its way. Certainly the appearance of the Thomas W. Lawson marked an epoch in carnation growing. It is seldom that a new variety is so far ahead of other kinds as was the Lawson at the time, and speaking of old varieties, it is particularly interesting to the carnation grower who likes to keep up to date with the old as well as the new to note that Backer & Co. of Billerica are one of the few growers doing Winsor very well. Backer & Co. are always ready to grow the popular varie-

ties if they give the right returns. It only goes to prove that Winsor with them is giving good results or they would not continue growing it.

How many times do we say to ourselves that next year we will avoid the mistakes we have made this year in some particular crop. We are all too apt to make good resolutions to avoid at least partial failures for the coming season, but when the time arrives something else has taken our attention and we forget it. I have in mind particularly now the way the average grower handles his poinsettia stock. How often do we find that when we take the first batch of cuttings that we started the stock plants altogether too late. A great many florists, without thinking what a flexible date they have set, plan to start the old stock plants that are dried off underneath the benches after the Easter rush is over. To my mind that is not a safe plan unless Easter is very early. Why not start the poinsettia stock about the middle of March or the first of April at the latest? If you haven't room on the benches in full light until the Easter stock is out of the way, they certainly can be straightened up along the front edges on the ground, given careful watering and allowed to start with a slow root action and thereby fatten the wood gradually and in a good healthy way. Then as soon as you have the space put the plants on the benches and carry them along in pots if preferred, but to my mind the better way is to plant right into the soil which is not very rich. If you start them this way and above all give them a good early start, you will not need to force them, have a much harder cutting to put into the sand and will get a better percentage from the propagating beds. The very early stock can be cut back, these plants used for larger pots well branched, and the cuttings carried on for later uses.

It is interesting to find that some growers who cut out violets several years ago are growing them again. If you are starting with these flowers, don't make the mistake of giving them too much water at this season. Yet

it is well to remember that the surface soil is sometimes damp when that below is too dry. Moisture close to the roots is what violets like, and even temporary dryness will injure them, besides opening the way for red spider. You will get the best results by keeping the single violets down to about forty degrees night temperature. The doubles on the other hand do best with a temperature of from forty-two to forty-five, for then they open up better. Higher temperature causes trouble by increasing the leaf growth. Green fly is likely to bother but should be fought with tobacco stems or some one of the nicotine preparations such as are advertised in HORTICULTURE rather than by heavy fumigation, which is bad for violets. Nicotine papers apparently can be used with safety, but the most satisfactory way from all points of view to clean out green fly, to say nothing of the more serious trouble, white fly, is by the use of cyanide. Gas fumigation, if properly done, leaves no ill effects and it is particularly important in growing violets to retain their fragrance. This is possible by the use of cyanide. Remember that violets like fresh air and give the house proper ventilation with frequent changes of air.

I don't understand why there isn't more Wallflower grown. It isn't difficult to handle, brings a good average price right through the season, and must be satisfactory to the retail customers as it is an all round flower combining those good qualities such as keeping, fine coloring and spicy fragrance. Mr. Peterson of Framingham brought in the best lot I have seen this season.

HORTICULTURAL CLUB OF BOSTON.

The regular monthly meeting of the Horticulture Club of Boston was held at the Parker House Wednesday night. The principle speaker was E. I. Farrington, editor of HORTICULTURE. President E. H. Wilson was in the chair and the distinguished guests included President Miller of S. A. F. and Mr. Engelmann, the famous carnation grower of England.

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Carnations It is pretty hard for growers not to sell all the carnations they can cut when the price climbs to ten, twelve and even to fifteen cents. As a natural result of market conditions, there is an unusual scarcity of cuttings. Of course the growers are looking out for their own stock, but at present they much prefer selling flowers to cuttings and florists who have to buy cuttings find them very hard to get. It does not require much astuteness to see that this presages a short crop later on. From all appearances carnations are going to be good property for a long time.

Billboards Letters about the billboard campaign of the S. A. F. and O. H. continue to come in, but HORTICULTURE feels that it is time to stop the discussion. There will be time for further criticism, if any is needed, after more of the signs have been placed in position. For our part, we believe that the public in general and those in the trade who have been opposed to this form of advertising will be surprised at the care which the florists will exercise in the use of the signs and at the pleasant effects produced. We feel that the florists themselves will avoid anything which is offensive or likely to merit public condemnation. They are too public spirited and too good business men to do otherwise.

American Iris Society There has been some criticism in the English papers about the multiplication of societies on that side of the water. No such difficulty exists here, however, and the new organization to be called the American Iris Society will be welcomed. This society is to be organized at a meeting to be held January 29 in the Museum Building of the New York Botanical Garden, New York City. There seems to be a real need for a society devoted to the Iris, which is keeping pace in popularity with the peony and rose.

One of the important objects of the new organization will be a proper classification of new varieties. At the present time new kinds are being produced in great numbers, but are catalogued and disseminated in a more or less haphazard way. There will always be a place for worth while new varieties, but many of those now being

put out should properly be discarded at the very start. If the American Iris Society is willing to take a leaf from the experience book of the peony growers it will make an early start with test gardens and in this way avoid many of the difficulties which peony lovers have encountered. If these gardens are properly supervised and all new seedlings judged in them by expert committees before they are named and introduced, iris growers and the public in general will be benefited. There should be desirable rewards for novelties of merit, but those which are inferior or closely resemble existing varieties, should be set aside as unworthy of propagation.

It is to be hoped that the new society will issue bulletins and reports containing valuable information. The American Rose Society and the American Peony Society have already shown the value of such publications to growers, both amateurs and professionals. The new society should make itself of great use not only to amateurs and to breeders but to commercial nurserymen as well. It can do this by circulating cultural directions based on experiments in its trial gardens and by stimulating interest in the iris to such an extent that the demand for plants will be greatly increased.

Is Ambition Dead?

Calcium, N. Y., Jan. 5, 1920.

Your editorial under the above heading in your December 6th issue is noted with interest.

No, ambition is not dead, but it is taking a wrong direction, and the remedy is perhaps not as plain as it should be.

Your suggestion to encourage reading is one of the very best that can be made, but it is difficult to interest the rising generation in reading. They are too busy, and time is too much taken up by trying to find some new form of entertainment. If people could only be induced to read it would doubtless solve the problem to a great extent. Any man who does not read the trade literature in his own particular line is surely heading for the discard, and people find this out only when past the time when reading would do them the most good. If young people could be induced to form the reading habit early in life it would go far toward solving the problem presented in your editorial. It matters not so much what they read when young providing it is at least harmless, and so long as they form the reading habit and read regularly. If this habit is kept up until mature years, naturally reading of a more solid and substantial character is taken up and that is where the benefit is derived.

Back of all this is the question of education. In what direction does our present education tend? Does not our present educational system teach the young that if they follow a certain course of study they will be qualified to hold positions that do not require labor? Should not our institutions of education teach primarily the dignity and honor of work, just plain ordinary labor without frills? Should not the primary grades teach children that every person owes it to the world that he should earn his own living? Should not the earning of one's living by some useful pursuit be the first element of good citizenship?

It seems that there is no doubt but what the present tendency of the day is toward demoralization and disintegration. It is to be hoped that the tendency will be checked before too much damage is done.

MADISON COOPER.

IRIS TEST GARDEN.

The New York Botanical Garden, Bronx Park, New York City, will establish next spring an Iris test garden, containing approximately two acres. The Director of the Garden has asked the American Iris Society to co-operate with him in establishing this garden and through his kindness this will become the Society's first test garden. Here there will be a permanent collection of all available species of Iris, and also of all available horticultural varieties to date. A special portion of the garden will be devoted to the testing of unnamed seedlings. Special committees of the Society will conduct various types of work in this garden, and members of the Society will be asked to contribute plants. The situation of the garden is ideal and it will undoubtedly be visited by many thousands of people. The garden will be under the direct charge of Dr. H. A. Gleason, who has been one of the prime movers in the organization of the Iris Society.

It is understood that Iris exhibition gardens have been begun in St. Louis and Minneapolis. As the Society grows older it should co-operate in every way with the directors of these gardens and should endeavor to have a public Iris garden established in every large city. Additional test gardens should also be established in the different climatic sections of the country.

THE BOSTON MARKET.

The market has been easier this week, although there has been no serious break. White carnations have sold as low as 6c., good colored carnations have brought around 12c.; Laddie, which has topped the market, has gone as high as 20c. There has been a decided increase in the number of callas offered, and because of the lack of Easter lillies they have sold readily at 3 and 4c., which growers consider very good. The supply of Stevia, which for a few weeks was overabundant, is now becoming short and it is noticeable that some sweet alyssum is beginning to come in that will help to replace it. Doubtless it will sell better from now on. Freesias are showing up in fair supply and some very excellent wallflowers are coming in, being taken readily. Snapdragons are short and of very poor quality. There is an undersupply of sweet peas, the dark weather having interfered seriously with their growth, making the buds drop badly. Altogether the week has been a good even one for the trade.

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FERNS, Scottii, Verona, Boston and Roosevelt, 50c to \$2 each.

FRANK EDGAR,

Waverley, Mass.

BOSTON.

The next meeting of the Gardeners' and Florists' Club of Boston is to be held on the evening of January 13, a week ahead of the usual date. It will be ladies' night and dancing will follow the serving of a collation. Officers will also be installed at this meeting. Carnation night will come in February, and is expected to be a particularly important event.

Mr. E. Engelmann, a noted carnation grower of Safron Waldron, England, has been visiting growers around Boston the past week, being the guest much of the time of Samuel H. Goddard. Mr. Engelmann expressed himself as much pleased with the houses which he inspected. After leaving Boston he will go to Chicago to attend the annual meeting of the American Carnation Society, January 21 and 22.

Mr. Engelmann himself has between five and six acres of carnations under glass, and ships many carnation plants to Brazil and other South American countries. He says that in Brazil practically all carnations are grown out doors the year through although some glass is now being used to give protection during inclement weather.

A new range of greenhouses has recently been erected for A. R. Tirrell, of Brookline, by the Lord and Burnham Co.

PRES. MILLER IN BOSTON.

The new president of the S. A. F. & O. H., Mr. A. L. Miller, of Jamaica, L. I., has been a visitor in Boston this week, calling on a number of the plant growers. The Horticultural Club of Boston and the Boston Florists' Association were particularly fortunate in having Mr. Miller with them at their meetings.

GROWING ERICAS.

Some of the Fine Points About Handling These Plants.

Hailing for the most part from South Africa, the greenhouse species, hybrids, and varieties of *Ericas*, run to a large number, and in the days of the vogue of hard-wooded plants there were collections of probably nearly fifty varieties, the flowering period of which extended through every month of the year. Such collections, however, are not to be found today outside our leading Botanical Gardens. In commercial establishments where *Ericas* are grown for sale in convenient and serviceable sizes, about a dozen varieties may be said to cover the usual range. These consist chiefly of the kinds that bear their flowers during the winter and spring, when for obvious reasons they are of greater service than during the summer months.

Even from the time of preparation of cuttings, the task of the Heath grower is intricate. Plants must be subjected to a steady heat to induce extension of side shoots, which are heeled off for cuttings when about $\frac{3}{4}$ -inch long. *Ericas* are impatient of heat, and close watch must be kept on the stock plants whilst subjected to it. The compost must also be chosen and prepared with care. A tough fibrous peat, free from greasiness and rotteness must be chosen, and the sharpest and cleanest of silver sand must be freely mixed with the peat. Cuttings need covering with either handlights or the frames of a propagating pit. Very little bottom heat may be given, and the utmost care must always be exercised to keep the compost evenly moist without anything approaching saturation. Daily airing, and wiping the glass to remove condensation of moisture is necessary, and the maintenance of a fresh healthy green must always be observed as a guide to the successful progress of the cuttings. *Ericas* are among the few subjects to which the presence of lime in the soil is fatal, and care must be taken that both soil and water are free from lime.

Firm potting is very essential, and the supply of water, especially after recent potting, and during damp, muggy weather, calls for keen perception and constant care. Ventilation must be ample, for whilst artificial shading is injurious, the sudden rise in temperature resulting from an outburst of spring sunshine, will quickly work havoc. As soon as weather conditions permit *Ericas* should be removed to the open, on a good ash bed.

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Seed Growers

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and here throughout the summer watering must be the grower's chief concern. On a dull morning it may be inadvisable to water at all, but to leave the plants dry even during a dinner-hour's sunshine may result in serious damage. This is particularly so by reason of the necessity to choose an absolutely open spot for the plants. In autumn the thermometer and the clouds must be closely observed, that the correct moment may be chosen for housing the plants for winter.

All this watchful care must be unremittingly bestowed for two years, that being the time required to produce a saleable plant in a 4 in. pot. Pinching or stopping, too, is work for experienced hands. Neglect will result in straggly ungainly plants, whilst too much pinching will result in a confused mass of spindly shoots that will not flower satisfactorily.

These details are the main principles of Erica culture, but it is practice alone that can make a grower proficient. Hence it will be obvious that the subject is essentially one for specialization, and no one can expect good Ericas at low prices. One important point, however, is that when once a well-grown plant reaches the flowering stage, it will stand a deal of wear, will bear a prodigious amount of bloom, and retain full beauty for a long period, so that few subjects can be named which are capable of yielding so good service for room, table, or conservatory decorations.—*Horticultural Trade Journal*.

COMING EXHIBITIONS.

Boston, Jan. 27, 28. New England Nurserymen's Association, Annual Convention, American House.

New York City, Jan. 13, 14. Ornamental Nurserymen's Association, Hotel Biltmore.

AN UNUSUAL CALENDAR.

A calendar which has just been received from the Jerome B. Rice Seed Co. of Cambridge, N. Y., is a decided departure from the usual type. On a white background there appears a large-sized reproduction of Vick's Scarlet Globe Radish which this concern has made famous and to which it devotes many acres each year. It is the purpose of the Rice Company to continue this form of calendar year after year, picturing some worthy type of vegetable each season. If the illustrations are saved after the calendars have served their purpose, they should prove of no little value to seedsmen in picturing the different vegetables to their customers.

Are You Going to Chicago?

On January 21st, the American Carnation Society will meet in Chicago. Preparations are being made to take care of a large attendance. The meeting will be very interesting as well as beneficial. This will give an opportunity for florists to get together and discuss subjects of other importance outside of Carnations.

Chicago hotels are always crowded and we advise you to make reservations in advance by writing to various hotels for reservations. We will be glad to have all your mail addressed in care of our office which is two blocks from the leading hotels of the city and in the heart of the wholesale florists. We will do everything in our power to make your visit a pleasant one.

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was not produced from artificially fertilized seed, but came from a pod gathered at hazard in the nursery.

Ophelia seems to be very prolific of sports and seedlings. If the parentage of Ophelia could be known beyond question it would be of much interest.

The Flower Grower.



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Boston—Zinn the Florist, Park St.
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Boston, Mass.—The Beacon Florist,
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Buffalo, N. Y.—S. A. Anderson, 440 Main
St.
Cambridge, Mass.—Harold A. Ryan.
Cleveland, O.—J. M. Gasser Co., Euclid
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Cleveland, O.—Adam Graham & Sons,
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Cleveland, O.—Knoble Bros., 1834 W. 26th
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Cleveland, O.—The Smith & Fetters Co.,
735 Euclid Ave.
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What has this to do with talking publicity. One of the many subjects discussed was the point that applies itself to our National Campaign, that the unusual things you do attract attention and if properly done, it holds your individual attention. Now, here's the point. How have we attracted the individual attention of the millions of readers of national magazines? Have we not carried on for two years a dignified campaign for the use of more flowers, spreading the uses in channels where people who didn't think of flowers for anniversaries, birthdays, holidays, etc. as well as the broader uses of telegraphing of flowers? And hasn't the campaign held attention by reason of its being the first time a national campaign for flowers was started. We were taught in our lesson that favorable attention properly secured, with confidence inspired, ripens into interest—interest properly sustained, changes to appreciation—appreciation, properly augmented

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Enchantress Supreme, Rose-Pink En- chantress, Mrs. C. W. Ward, Merry Christmas, Rosalia, Aviator, Beacon, Crystal White, White Enchantress, White Wonder, Belle Washburn, \$6.00 per 100, \$50.00 per 1000.		
Matchless, Pink Enchantress, Alice, White Perfection, \$5.00 per 100, \$40.00 per 1000.		

C. U. LIGGIT

303 Bulletin Bldg. Philadelphia, Pa.

Flowers Under Glass

If you have Poinsettias left over from the holiday trade cut down a few to give stock for next year. Let them almost dry out under a bench and start them into growth in late April or May. Florists who have the facilities for handling them are certain to find Poinsettias a paying crop next Christmas.

Probably sweet pea growers will have better success from now on than they had during the early winter months. The cloudy weather has made it very difficult to get good peas and the buds have dropped badly. Beds can be started now, the seed being preferably sown in double rows. Remember that a sweet pea house requires a great amount of light, a fair amount of head room, and a cool temperature.

Don't try to force the carnations too hard even though prices are most attractive. In the long run you will gain by keeping a night temperature of not over fifty degrees, for then the plants themselves will remain in a strong, healthy condition.

There is no abatement in the popularity of chrysanthemums and there should be a tremendous sale of both plants and flowers next season. Some growers do not start propagating quite so soon, and yet it is not too early to make initial preparations. Indeed, when show plants are to be grown making an early start is of the greatest importance, although this fact is not realized perhaps to the extent it should be. By all means keep your stock plants in the light where they will have a chance to keep in good condition for throwing cuttings. Another mistake is leaving the cuttings too long in the sand, as this causes them to lose stamina. Watch them carefully, and by the time they have developed roots about half an inch long pot them up, with a night temperature running not more than fifty degrees. Don't hesitate to try some of the new varieties. All the new varieties will not prove better than the old, perhaps, but every now and then a big strike is made and it does not do for any enterprising florist to let the procession get ahead of him.

If you are growing hydrangeas and planning them for Easter get them into gentle heat immediately now. Slow, even growing is much better than quick forcing. This is a good time to pot pelargoniums. Be sure that they are well firmed in the pots and put them close to the light, with a night temperature of 55.

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RAMBLING OBSERVATIONS OF A ROVING GARDENER

With the gradual coming of normal conditions there is sure to be a great advance in landscape work. It is known that many estate owners are already planning for improvements on a large scale. In some instances the plans have been drawn and the work is only being postponed until labor costs become somewhat lower. It is to be hoped that greater attention will be given to water gardening, for the opportunities offered for such work have not been taken full advantage of in this country. If water gardening is to be as pleasing and effective as across the water, the details must be carefully thought out. A famous English gardener, R. W. Wallace, in a paper read before a prominent horticultural society, has outlined some of the requirements for making a water garden of the better sort. In part this paper is as follows:

For formal water-gardens the circumstances I should characterize as satisfactory are:

1. A liberal supply of water available, in such a position that it can be turned on or off at will.

2. The pool should form a part of some larger garden scheme, such as a main or central feature in a flower garden, be it devoted to roses or any other plants.

3. It should be in such a position that it can be emptied quickly, and without any undue expenditure of labor, by an outlet valve.

4. It should be of sufficient area to achieve its object, viz. the cultivation of aquatic plants, and deep enough to meet their requirements. Finally, in design it should be obviously part of the garden, not an isolated creation that involves resort to all sorts of extravagance to justify its existence.

An artificial cemented pond or lake of irregular design is not always a pleasing feature, because of the hard outline which is very difficult to hide in a satisfactory manner; again, because of the difficulty in planting moisture-loving and semi-aquatic plants around the edges. Generally speaking, the best effects are obtained by masses of shrubs, generally rhododendrons and azaleas, planted some way from the edge. Of course, in such a piece of water, water lilies may be grown very successfully. It is not generally speaking, worth while to form an artificial piece of water, but

if there is an overflow from some source to be dealt with, and the lay of the land suggests an expanse of water, then the construction is, I think, justified, especially if it comes well into the landscape from the house, and if it is suitably planted it should be an addition to the garden.

Where a water course has been dammed many fine sheets of water have been formed, and this can only be carried out successfully when the surroundings are such that the newly formed sheet of water appears to fit into the landscape naturally. Such water would always be found at the foot of a slope or hill. The planting around such lakes and those that are natural is generally of a bold nature—large masses of rhododendrons and azaleas for summer effect, and scarlet dogwood and golden and crimson-barked willows for winter effect, are typical of much planting which in the past has been generally of an evergreen nature, and therefore rather sombre when the flowering season is over.

Many of the larger-flowering shrubs and trees may be used to advantage, such as viburnums, spiraeas, sambucus, catalpas, magnolias in the moist sheltered corners, liquidamber for autumn effect, *Cercis Sillquastrum* (the Judas Tree), and *Clethra alnifolia* (the Virginia Sweet Pepper bush), flowering in late summer with feathery spikes of sweet scented white flowers.

For a long distance effect the white poplar, when properly grown, is a striking object of July beauty. The effect of a large tree against a dark background is as though it were a mass of burnished silver. The bat willow (*Salix alba coerulea*) is of similar appearance, and of course is worth planting on account of its commercial value.

I will now draw brief attention to some of the bolder-growing herbaceous plants which thrive amongst moist surroundings. Astilbes and Spiraeas form, I think, the most important group we have; easy of growth and increase, free-flowering, they are indispensable during the summer months. The unique crimson color of *S. palmata* is superb, and when well established this species reaches 3 or 4 feet in height. Tall plants of fine statue and superb foliage to be seen from a distance are the

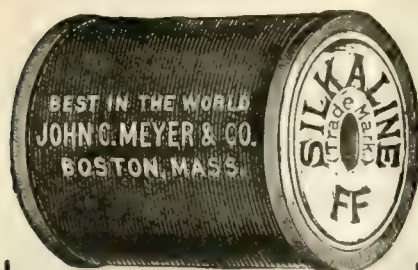
white-flowered *S. gigantea* and its pink variety, and *S. venusta*, with 6 to 8 feet high spikes of soft rosy-pink flowers. These two Spiraeas may be well grouped together with *Gunnera* and *Senecio Clivorum* at some distant point seen across the water, and I might also add *Rheum palmatum* for early effect. The introduction of *Astilbe Davidii* has given rise to a number of hybrid forms partaking of the strength of *A. Davidii*, but with a more subdued range of color.

Astilbe grandis, one of Wilson's Chinese plants, is delightful in its early growth: the ruddy tinted stems covered with hairy growth contrasting effectively with *Trollius* in creamy shades close by. In fact, many of the Astilbes are worth special grouping on account of their foliage in the young state, which acts as a delightful foil to such plants as already mentioned, *Trollius*, *Minulus*, etc. *Bocconias* are fine in foliage and flower, especially when escaping late frosts; so are *Lythrum*s, especially the variety *Rose Queen* and *roseum superbum*, also *Eupatorium purpureum*, a unique and handsome plant, whose fine tall heads of flowers are very effective from a distance. I have noticed a grouping of the *Eupatorium* and *Senecio Clivorum*, and the cream *Artemisia lactiflora* against silver-grey Rosemary-leaved Willows—a charming effect of purple and orange, cream and silver.

So far in these remarks I have omitted all reference to what I think may be called amongst hardy plants the chief glory of the water garden in July, the Japanese Iris (*Iris Kaempferi*).

There is a general desire to grow these fine plants, and having been particularly successful in their cultivation, I may perhaps refer here to what I regard as the main conditions for success. They will do well in any well-worked soil and that which is rich in vegetable matter, but avoid planting in heavy clay by water-side. On meadow pasture land along side ditches and small ponds, planted just above the water line, in soil that has been well dug and manured, they will thrive splendidly and often seed themselves about.

Another point; division after flowering in August is best. You will find in early autumn quantities of new roots pushing, so that by early planting you gain all this new root action. Again, in spring countless fibrous roots are pushed out. Division of the clumps every two or three years is good, and planting in fresh soil, such greedy rooters quickly exhaust their surroundings.



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SNAPDRAGON RUST

Snapdragon rust (*Puccinia antirrhini*) is apparently an American disease having been first found in California in 1895. Since that time it has spread all over the United States by means of infected snapdragon plants shipped from place to place.

In the past, spraying with Bordeaux mixture or ammoniacal copper carbonate has been recommended to hold the disease in check but experimental work done by Prof. George L. Peltier of the Illinois Agricultural Experiment Station and reported in Bulletin No. 221 of that station proves that the benefits derived from spraying are not sufficient to justify the expense.

The disease attacks all portions of the plants, leaves, branches, stems and even the seed pods, and that all varieties are equally susceptible.

To prevent its spreading among plants already in the greenhouse, do not syringe the plants. The spores are carried from plant to plant in this manner, and also it creates conditions favorable to the germination of the spores. When watering be very careful not to wet the foliage—simply water the earth.

The disease is not carried over on the seed. This affords a method of avoiding trouble. Remove the soil from the greenhouse benches that has grown infected plants, replacing it with soil which has not grown snapdragons for one year or longer. In growing the seedlings be very careful to avoid the use of infected soil. By this manner only can trouble be avoided.

Having produced seedling stock the desirable varieties can be selected and propagated by cuttings. Be very careful not to use infected cuttings because even a very few cuttings in a cutting bench can cause the loss of the entire bench full of cuttings, the grower laying his troubles to "damping off."

Keep the plants clean, and the houses in which they are growing well ventilated. Should the rust show up among the plants burn such plants immediately. With these precautions and the growing of seedlings on clean soil, a reasonably clean and profitable crop can be grown but it will be at the price of eternal vigilance.

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In no part of the business—for this part is purely a business, unlike the cultivating, which is a profession—is there more need of good sense and judgment, which with constant practice make an expert packer of flowers. In the first place, some men have a knack of handling cut flowers differently from others. They will take up a few dozen roses from the counter and move them or show them off to a customer quickly, but as gently as a mother handles a two-months-old baby, while I have often been annoyed to see others slap them down as if they were a bundle of salt codfish. Every time the soft petals of the rose get a knock or bruise, this of course does not show at once, but it will in a few hours.

It is not the distance they travel. The quick ride in the express car can do little harm; but they get jarred about many times before they are placed on the retailer's counter. The grower may handle them roughly. They get a bump at the local station, another when thrown into the express car; still another jar or two before getting into the express wagon to be delivered at the stores, and if they are going to a commission man their troubles have only begun.

There are, broadly, two rules to observe. Flowers should never be put into a box so crowded that they are actually squeezed, and, what is quite as bad, so loosely that they can shake or move about.

Some years ago it was hard to find a shipment of roses arriving at a retail store packed in any other way but layers. Recently nearly all rose growers are placing twenty-six roses to the bunch with the heads carefully placed together. These are rolled in oil paper, then further rolled in a good quality of manilla with small pieces of ice. The end of the paper is left longer than the stems and carefully folded over to retain the moisture and keep the air away from the stems and ice.

After roses have been prepared in this way the grade, variety and quantity is stamped on the package.

These are placed in wooden shipping boxes about three inches from the ends of the box, and securely fastened with a wooden cross-stick.

Practically all cut flowers should be carefully graded and put in bunches, as we believe this is the best method of grading and packing. It is appreciated by the retailers as it is so easy to check the shipment, as to count and

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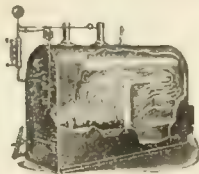
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grade, when it arrives at a busy flower store.

The methods of wrapping outlined could also be used in shipping bulbous stock and possibly carnation, antirrhinum and other blooms. All flowers should be carefully wrapped in oil paper before being placed in the shipping cases and plenty of crushed ice used during the summer months.

Express messengers on the trains should be notified as to the best methods of handling these cases while in transit, to protect the boxes from being carried on end or from being placed in close contact with steam pipes.

If these methods are carefully carried out, flowers should arrive in good condition.—*The Canadian Florist.*

SAY IT WITH FLOWERS

If you have a flower in your garden, or if not, a little surplus cash, take a flower or buy a flower and take it to that poor wretch with a gloom of despair, that you meet. You may brighten his life and you have Said It With Flowers.

When you want to feel cheery at a special meet of your dearie, put a flower in your buttonhole and carry one to her. That is the way the fellow does who wants to Say It With Flowers.

Think of the man or girl in the office who has forgotten to spend a few pennies on a buttonhole bouquet—they are not cheery but weary all the day long. Why did they not Say It With Flowers?

The one who has done it is the sport of his class, no worry is his for he don't care a fizz for the grumpy old grouch as long as his buttonhole is bright, for he has Said It With Flowers.

There will be a little song all the day long to those loving fingers that pinned that sweet boutonier on the coat in the early morn, the wearer of which is awake to the charm of the donor so sweet Saying It With Flowers.

RICHARD VINCENT, JR.

Advertising By Florists

It is encouraging to find that many florists are beginning to realize that advertising is increasing the number of buyers and results in the sale of more flowers is of benefit to the whole trade even though paid for by a single individual. One result of this has been increased willingness to cooperate in a general advertising campaign. After all the benefits of advertising are not a new discovery, although some florists seem to regard them as such. Years ago Gladstone, the great English statesman said:

"It is only a mint that can make money without advertising."

Said P. T. Barnum, the showman: "The road to fortune is through printer's ink."

And more recently John Wanamaker wrote:

"I would as soon do business without clerks as without advertising."

At the same time advertising appropriations are often wasted to a large extent because of the unintelligent manner in which they are expended. It is sometimes curious to find personal egotism cropping out in an ad. It seems occasionally as though an advertiser used the opportunity to write the things about himself which he would like to hear other people say but never does. That sort of thing may tickle the vanity and be worth the money for that reason, yet it may be poor advertising, nevertheless.

One of the best advertisements which we have seen recently in a local paper was that of McKenna, the Florist, of Montreal. It occupied only a single column, but in contrast to Mr. O'Brien's advertisement mentioned last week, it suggested flowers the moment the eye caught it. At the very top was the inscription,

"McKenna's Flower Girl"

in good sized type, just below the picture of the young lady holding a great bunch of chrysanthemums. Alongside this picture, also in good-sized script, was the following text:

"Flowers are a message of cheerfulness and hope."

The rest of the advertisement in ordinary type read as follows:

"Flowers are dispensers of joyfulness. When they grace the family table they help to dissipate the gloom of workaday troubles and make the meal time more enjoyable. When are you going to get acquainted with our floral offerings? They will certainly please you."

The remarkably cumulative value of advertising has recently been brought to the writer's attention in a rather interesting and somewhat personal way. It may be remembered that some weeks ago a particular advertisement put out by Henry Penn of Boston was criticized in these columns because it did not contain Mr. Penn's name or address but simply the illustration of a pen and some such inscription as

Boston Floral Supply Co.

WHOLESALE FLORISTS

DEALERS IN Cut Flowers and Evergreens

We manufacture our own Wax Flowers, Baskets, Wire Frames, and preserve our own Cycas and Foliage right in our own factory.

OFFICE, SALESROOMS, SHIPPING DEPT.

15 OTIS STREET

Telephones
MAIN 2574-3525

96 Arch Street

BOSTON, MASS.

Unknown customers kindly give reference or cash with order

SULCO-V.B.

A SULPHUR-FISH OIL-CARBOLIC COMPOUND

The Master Spray of the 20th Century

FOR THE CONTROL OF

THE SAN JOSE OYSTER SHELL and other SCALE INSECTS. GREEN, ROSEY and WOOLEY APHIS—Known as Plant Lice. PEAR PSYLLA, CELERY, ONION and ROSE THRIPS—Known as Plant Fleas. And the FUNGUS SPORES DEVELOPING the BROWN or RIPE ROT of the PEACH, PLUM and other STONE FRUITS. PEACH LEAF CURL. APPLE and PEAR CANKER and SCAB. And many other species of FUNGI SPORES.

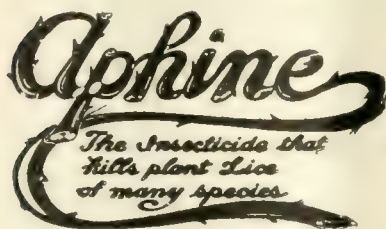
Send for the New Booklet Describing

SULCO-V.B.

A combined contact insecticide and fungicide of known reliability

Simple, Sure and Safe — Right in Principle and Price

From your dealer or direct—go to your dealer first

Address COOK & SWAN CO. Inc.148 Front Street
NEW YORK CITY141 Milk Street
BOSTON, MASS.
Geo. H. Frazier, Mgr.

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

SOLD BY DEALERS

Aphine Manufacturing Co.

MADISON, N. J.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/2 Pint, 30c.; Pint, 50c.; Quart, 90c.; 1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.90; 10 Gallon Can, \$20.00. Direction on package.

LEMON OIL COMPANY

Dept. S. 420 W. Lexington St., Baltimore, Md.

CAMBRIDGE

NEW YORK

World's Oldest and Largest
Manufacturers of**FLOWER POTS**

WHY?

A. H. HEWS & CO., INC.

Cambridge, Mass.

**When writing to advertisers kindly
mention HORTICULTURE**

"When you think of flowers you think of—"

The criticism was to the effect that many people who read this ad. who might wish to buy flowers would be ignorant of the store in question in spite of the fact that it is now a Boston institution of note. I think the criticism still holds good, but when I picked up a copy of the Retail Public Ledger in Philadelphia, the other day, I found the advertisement reproduced in a news article and with it a little story about Mr. Penn and his store.

Now this particular paper goes to all parts of the country and the chances are good that many people will buy flowers from Penn when they come to Boston as a direct result of reading that story. This of course is something on which Mr. Penn could not have counted in any way, and yet it shows how far reaching advertising is, and how uncertain results may be when they are expected to come exclusively from a certain medium.

BOSTON FLORISTS' ASSOCIATION.

This association held its regular monthly meeting at the Parker House on Tuesday evening, Jan. 6th. Officers for the coming year were elected as follows:

Henry Penn, president; Wm. Elliott, vice-president; Wm. C. Stickel, treasurer; Frank Edgar, financial secretary; E. Gorney, recording secretary.

The evening was spent in a discussion by the growers concerning marketing conditions in general. It was started by Herman Bartsch, representing the plant growers, who told what in his opinion were the desires and needs for better marketing conditions from their point of view. Andrew Christensen and W. C. Stickel presented the arguments for the carnation growers, and William Elliott, chairman of the growers' committee, and E. Allan Peirce spoke for the rose growers. One and all brought out particularly the increase in cost of production. Mr. Stickel thought that this would easily reach 100 per cent, and he could not see why 100 per cent increase in the price of cut flowers at wholesale was unreasonable or excessive.

Mr. Elliott mentioned a few points bearing on the increase in cost of production, placing coal at two or three times pre-war prices, wages at double, boxes, shipping, glass, repairs, pipe and all kinds of hardware at two to three times, and he thought that double pre-war market prices is enough, certainly not too much, and three times the prices of 1913 and 1914 would not be unreasonable.

Dreor's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

FULL SIZE No. 2



MASTICA
For Greenhouse
Glazing
USE IT NOW
F. O. PIERCE CO.
12 W. BROADWAY
NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty. Lasts longer than putty. Easy to apply.



USE WIZARD BRAND
TRADE MARK
CONCENTRATED PULVERIZED MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' Standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House Order, or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
84 Union Stock Yard, Chicago



PATENTS
Trademarks
and Copyrights
Difficult and rejected cases specially solicited. No misleading inducements made to secure business. Over 30 years' active practice. Experienced personal, conscientious service. Write for terms.
Address
SIGGERS & SIGGERS
Patent Lawyers
Box 9, National Union Building
Washington, D. C.



A Fitting for each requirement. Get acquainted with our method of Bracing, Shelving, Piping, etc. Each Fitting adds neatness to your house and reduces the labor cost of repair work in general to a very low figure. Let us send you our catalog.
ADVANCE CO.
Richmond, Ind.

CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

ANT EXTERMINATORS

PERCO-BRAND ANT EXTERMINATOR
Does Kill Them. Ask for Prices.
PERFECTION CHEMICAL CO., INC.
151 H Washington St., Flushing, N. Y.

ARAUCARIAS

Araucaria Excelsior—Very fine plants; 6 inch, 4 and 5 years, \$4.00 and \$5.00 each. Packing charged at cost. **W. K. HARRIS**, 55th St. and Springfield Ave., W. Philadelphia, Pa.

ASPARAGUS PLUMOSUS

Asparagus plumosus seedling: \$1.00 per 100; \$8.00 per 1,000. **ALFRED M. CAMP-BELL**, Strafford, Pa.

BULBS

C. KEUR & SONS, HILLEGOM, Holland. Bulbs of all descriptions. Write for prices. **NEW YORK BRANCH**, 32 Broadway.

CANNAS

For the best Up-to-Date Cannas, get new price list. **THE CONARD & JONES CO.**, West Grove, Pa.

CARNATION STAPLES

Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. **I. L. PILLSBURY**, Galesburg, Ill.

FERNS

Scottii and Teddy Jr. (extra fine) 6 in., \$1.00, \$1.25; 8 in., \$2.00; 10 in., \$3.00 each. Packing charged at cost. **WM. K. HARRIS**, 55th St. and Springfield Ave., W. Philadelphia, Pa.

DAHLIAS

Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. **JOHN P. ROONEY**, New Bedford, Mass.

New Peony Dahlia—John Wanamaker. Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to **PEACOCK DAHLIA FARMS**, Berlin, N. J.

INSECTICIDES

PERCO-BRAND INSECTICIDES.
A Standardized, Complete and Inexpensive Line. Ask for Prices.
PERFECTION CHEMICAL CO., INC.
151 H Washington St., Flushing, N. Y.

LABELS

Wood labels for nurserymen and florists. **THE BENJAMIN CHASE CO.**, Derry Village, N. H.

ORCHIDS

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas and Laello-Cattleyas our specialty. One trial order solicited.

PEONIES

Peonies. The world's greatest collection, 1200 sorts. Send for list. **C. BETSCHER**, Canal Dover, O.

SPHAGNUM MOSS

Live Sphagnum Moss, orchid peat and orchid baskets always on hand. **LAGER & HURRELL**, Summit, N. J.

VINES

Flowering and Foliage Vines, choice collection. Large Specimen, Pot and Tub grown for immediate effect; also Climbing Roses. **J. H. TROY**, Mount Hissarlik Nursery, New Rochelle, N. Y.

WEED EXTERMINATORS

PERCO-BRAND POWDERED WEED EXTERMINATOR.

Inexpensive. Efficient.
PERFECTION CHEMICAL CO., INC.
151 H Washington St., Flushing, N. Y.

WIRE WORK

WILLIAM E. HEILSCHER'S WIRE WORKS, 264 Randolph St., Detroit, Mich.

HELP WANTED

Two apprentices to learn carnation growing. Apply to **WILLIAM SIM**, Cliftondale, Mass.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free from Bubbles
Uniform in Thickness

PAINTS and PUTTY

Greenhouse White (Semi-Paste) The Paint Particular Florists Prefer

It will pay you to get our estimates.

THE DWELLE-KAISER CO.

251 Elm Street BUFFALO, N. Y.

Horticultural Books

For Sale by

HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual. Elmer D. Smith	\$0.50
The Chrysanthemum. Herring-ton	.50
Commercial Carnation Culture. Dick	1.50
Commercial Rose Culture. Holmes	1.50
Violet Culture. Galloway	1.50
Greenhouse Construction. Taft	1.50
Sweet Peas up to Date. Kerr	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kains	2.00
Plant Pruning. Kains	2.00
Book of Garden Plans. Hamblin	2.00
Landscape Design. Hubbard	6.00
The Art of Outdoor Rose Growing. Thomas	6.00
The Home Vegetable Garden. Krumm	1.00
Vegetable Gardening. R. L. Watts	1.75
Parsons on The Rose	1.00
Principles of Floriculture. E. A. White	1.75
Foundations of American Grape Culture. Munson	2.00
Plant Materials of Decorative Gardening. Trelease	1.00
Aristocrats of the Garden. Wilson	5.00
Bailey's Cyclopaedia of Horticulture, 6 volumes	36.00

When writing to advertisers kindly mention **HORTICULTURE**

Every Reader of "Horticulture" Needs
DR. L. H. BAILEY'S BRAND NEW
Standard Cyclopedia of Horticulture

Six large quarto volumes. More than 3,000 pages. 24 full page exquisite color plates. 96 beautiful full page halftones. More than 4,000 text engravings. 500 Collaborators. Approximately 4,000 genera, 20,000 species and 40,000 plant names.

THE New Standard Cyclopedia of Horticulture has been freshly written in the light of the most recent research and experience. It is the fullest, the newest, the most authoritative of all works of its kind and constitutes the most conscientious attempt that has ever been made to compress the whole story of our horticultural thought, learning and achievement into one set of books. It is both an Encyclopedia and a Manual.

A Few of the Many Important New Features

Key to Identification of Plants This is a device to enable one to find the name of a plant. The name thus found is quickly referred to under its alphabetical location, where full information will be found in regard to it.

Synopsis of Plant Kingdom This is one of the most important features of the new edition. It constitutes a general running account of the classes, orders, and groups of plants, with a brief sketch or characterization of 215 of the leading families comprising those that yield practically all the cultivated plants. These family descriptions give the botanical characters; the number of genera and species and the ranges; a list of the important genera; brief statements in regard to the useful plants; and diagrammatic illustrations.

Illustrations There are 24 colored plates; 96 full page halftones; and more than 4,000 engravings which serve as guides in the text.

The Glossary This is an analysis of all technical terms that are used in the work and in similar works. It comprises botanical and horticultural terms with brief definitions.

Translation and Pronunciation of Latin Names In Volume I is inserted a list of between 2,000 and 3,000 Latin words used as species—names of plants, giving the English equivalent or translation and the pronunciation.

Class Articles Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles: Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

General Index The final volume contains a complete index to the entire work, enabling the reader to locate volume and page of any subject he has in mind.

The complete set of six volumes, bound in decorated buckram, will be delivered to you for only \$3 down and \$3 a month for 11 months, until the full amount of \$36 has been paid. Cash price \$36.

Further Particulars Sent on Request

HORTICULTURE, 78 Devonshire St., BOSTON, MASS.

HORTICULTURE, 78 Devonshire St., Boston, Mass.
 Enclosed find \$3 for which send me the "Standard Cyclopedia of Horticulture" in buckram, and I agree to pay you \$3 per month for 11 months until the full amount of \$36 has been paid. (Or cash with the order.)
 Name: Address: Reference:

Principles and Practice of Pruning

By M. G. KAINS

Lecturer on Horticulture, Columbia University

Few practices in the handling of plants, especially fruit bearing plants, attract so much interest as do those of pruning. The methods are so varied, the results so diverse, and the opinions of growers so apparently contradictory that this subject is always one of the most interesting, and the surest to hold attention and arouse discussion.

Particularly during the last ten or fifteen years when the principles of plant physiology have been more and more satisfactorily applied to plant production and management has interest settled in pruning. During the latter half of this time also more and more investigations and tests have been conducted by experiment stations and other workers to test out methods and principles in the interest of science and for the benefit of growers. The accumulation of such new knowledge has become very considerable especially in the last decade, but it is necessarily so scattered that very few growers have access to it, hence the demand for a book, which shall present the really important features of these investigations as well as set forth the fundamental principles based upon the laws of plant growth.

This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices. The author has spared neither time nor expense in gathering his photographs, each one of which tells its story.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Trees and Odd Methods of Pruning and Training Juvenating Neglected Trees and Practical Tree

Profusely illustrated. 400 pages. 5½ x 8 in.
Cloth. Net, \$2.00.

HORTICULTURE PUBLISHING CO.

78 Devonshire Street

Boston, Mass.

Plant Propagation, Greenhouse and Nursery Practice

By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantsmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of HORTICULTURE at publisher's price, \$2.00.

HORTICULTURE PUBLISHING CO.

78 Devonshire Street

Boston, Mass.

HORTICULTURE

Vol. XXXI

JANUARY 17, 1920

No. 3

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



CATTLEYAS

For quality, quantity and finish, the Cattleyas are coming in strong, and we can take excellent care of your orders at present. Write us for special prices.

Lilac, Sweet Peas, Valley, Roses and all other seasonable flowers are also in good supply with us.

Everything in
Cut Flowers, Plants,
Greens,
Ribbons and Supplies.

BUSINESS HOURS: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK PHILADELPHIA BALTIMORE
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

FERNS

THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots.....\$3.00 per dozen, \$20.00 per 100
Strong plants, 3½-inch pots..... 7.50 per dozen, 50.00 per 100
Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

NEPHROLEPIS:		Each
Elegantissima, elegantissima compacta, 3½-inch	\$0.85
Elegantissima and elegantissima compacta, 6-inch75
Muscosa, 5-inch75
Elegantissima and elegantissima compacta, 8-inch	2.00
Elegantissima and elegantissima compacta, 10-inch	4.00
Harrisii, 8-inch	3.00
Dwarf, Boston, 8-inch	2.00
If plants are shipped in pots, 10% additional.		

F. R. PIERSON, Tarrytown, N. Y.

FERNS

We have on hand for immediate shipment a splendid lot of Pot Grown Ferns all extra good value for the money. Shipped without pots

	Size	Doz.	100	1000
Bostons	4-in.	\$3.00	\$20.00	\$190.00
"	5-in.	4.50	35.00	325.00
"	6-in.	6.50	50.00
"	8-in.	18.00
Scottii	3-in.	1.00	8.00	75.00
"	4-in.	3.00	20.00	190.00
"	5-in.	4.50	35.00	325.00
Teddy, Jr.	5-in.	4.50	35.00
Cordetta Compacta	4-in.	3.00	20.00
"	5-in.	4.50	35.00
Crytonum (Holly Ferns)	4-in.	3.00	20.00
Table Ferns, assorted	3-in.	1.00	6.00
"	4-in.	3.00	20.00

Alternantheras; Alyssum, double Giant and Dwarf; Begonias, Gracilis and Vernon; Hardy English Ivy; Lantanas, assorted; Heliotrope; Lobelia, Crystal Palace Gem; Moonvines, 2-in. \$2.75 per 100, 3-in. \$3.75 per 100.

Send for Catalogue Cash With Orders

R. Vincent, Jr., & Sons Co.
WHITE MARSH, MARYLAND

Henry H. Barrows

FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY

CHRYSANTHEMUMS MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN., U.S.A.

Robert Pyle, Pres. Antoine Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

ORCHIDS

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL, Summit, N. J.

HILL'S EVERGREENS

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied
Price list now ready

The D. Hill Nursery Co.

Evergreen Specialists. Largest Growers
in America
BOX 415, DUNDEE, ILL.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL
Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application
16 So. Market Street
BOSTON, MASS.

Burpee's Seeds

PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

In the preparation of the list of subscribers to the Campaign for 1920, it is found that only about one-eighth of the florists in the country have, so far, realized that it is to their advantage to support this movement to the extent of pledging subscriptions. There is no longer any doubt as to the efficacy of the campaign—in the fact of the exceptionally large volume of business accomplished during the recent holidays, there could not be.

If the Campaign was not the most prominent factor in bringing about this condition, what was? Various features figuring in the volume of the Christmas trade were not mere happenings—the unusual demand for flowers and plants for gifts, for instance. This can be traced directly to our magazine advertising, which emphasized most strongly the suitability of our products for gifts.

Our Publicity Committee, of course, take a very broad view of the matter of publicity for the year just opened. The prestige we have gained for our slogan must be kept up, and this can only be done by our further and most persistent effort. We need no longer urge the importance of this, for if it is not now realized to the full it never can be. The public likes the slogan and responds to it readily enough, so that we have the prospect of immediate returns for our efforts continually before us. The more we do the greater the returns, and we must not lose sight of this influence, which it is in our power to exert.

A notable instance of the possibilities for popularizing the slogan is found in the Von Tilzer song "Say it With Flowers," which has pleased the public so much that it has become one of the greatest "hits" ever made on the stage. At the big new Capitol Theatre in New York, the largest in the world, the very astute producing director, Ned Wayburn, has taken the song for an especial feature in his season's program covering many weeks, and stages it two or three times daily, with an ensemble of thirty-nine singers, including chorus and ballet. The attendance at each performance averages about six thousand people, very many in the audience coming from distant points, so that it is not merely local publicity.

A new series of magazine advertisements have been prepared covering

LILIAM FORMOSUM, 7 to 9 and 9 to 10.
LILIAM MULTIFLORUM, 7 to 9 and 9 to 10.
LILIAM MULTIFLORUM GIGANTEUM, 7 to 9.

LILY OF THE VALLEY PIPS

BEGONIA GRACILIS LUMINOSA
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEED

Prices on Application

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

WAIT FOR

KELWAY'S WHOLESALE SEED CATALOGUE for 1920

Before placing your order. The most favorable prices of the year. If not received wire or write.

KELWAY & SON

Wholesale Seed Growers
LANGPORT ENGLAND

GIGANTEUM & HARDY LILLIES GLADIOLUS CANNAS AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

CHRYSANTHEMUM NOVELTIES for 1920

Preliminary list now ready.

Free by mail.

ELMER D. SMITH & CO.

Adrian, Mich.

special flower days and special occasions for gifts of flowers, and the use of these advertisements in large or small degree depends wholly on the support we are to receive from those most interested—the florists.

The St. Valentine's Day advertisement is a page, in four colors, to appear in seven national magazines, and it promises to awaken a great deal of otherwise dormant interest in this "People's Festival." The trade should link up with this advertisement by using liberally the poster stamps and posters supplied by our Promotion Bureau, particulars of which are promptly furnished on application to the Secretary.

Is our Committee to have the financial support necessary in all this work for the uplift of the trade? Will that large body of florists who have stood aloof from this movement join their more generous brethren in the trade who have sponsored the Campaign in the last two years, and have pledged their support during the present year? Will they help us to take more than a few steps into the "Promised Land" we have sought?

We do not ask contributions of a size that would "pinch"—merely an equitable support, accompanied by good-will and the desire to participate in work which is for the general good of the trade. "Help us to help you," that is the slogan of the committee, and expresses a whole lot. Will you do it?

JOHN YOUNG, Secy.

1170 Broadway, New York.

A CALL TO ORGANIZE A NATIONAL GROWERS' ASSOCIATION

Since the Detroit Convention last August I have met and conferred with many of our leading Growers of both Plants and Cut flowers. The consensus of opinion was in favor of organizing a national flower growers association. It was also considered that the meeting of the American Carnation Society in Chicago this month would offer an opportune time to form a temporary organization, and lay plans for a permanent organization, to be perfected at Cleveland during the S. A. F. and O. H. Convention next August.

I hereby issue a call for Growers interested to come to Chicago January 21st, and 22nd, prepared to help plan a sister organization to the F. T. D. and also another strong asset to the S. A. F. and O. H.

It is no use to try here to set forth the necessity for growers to unite for a common cause. Just come to Chicago and we believe you will be convinced.

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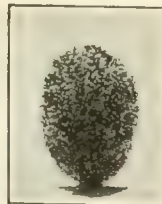
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HARDY LILIES—Ours are here safe, not frozen or started. Auratum, Album, Magnificum, 8/9, 200 per case, 9/11, 125 per case, \$30.00 per case. Now or when you are ready.

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NOTICE—6¾ to 7-inch Giganteum, guaranteed single crown, 350 to the case, and to my mind the very best value offered, \$50.00 per case.

BOSTON AND WHITMAN FERNs. 2¼ in., pot grown, \$7.00 per 100, \$65.00 per 1000.

CYCLAMEN SEEDLINGS, twice transplanted, assorted stock, of a select strain. \$8.00 per 100, \$75.00 per 1000. Salmon alone, \$10.00 per 100.

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CINERARIA HYBRIDA, half dwarf, 3 in., \$12.00 per 100.

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PRIMULA OBCONICA. 3 in. at \$10.00 per 100.

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TON YELLOW MARGUERITES, R. C., \$3.50 per 100, \$30.00 per 1000. **MRS. SANDER MARGUERITES**, R. C., \$3.00 per 100, \$25.00 per 1000.

NEW ROSES, FRANK W. DUNLOP and MADAME BUTTERFLY. Own root, \$40.00 per 100, \$350 per 1000; Grafted, \$45.00 per 100, \$400 per 1000, from 2½ in. pots.

SNAPDRAGON, free from disease, **Silver Pink, Nelrose, White, Yellow, Garnet**. 2¼ in., \$6.00 per 100, \$50.00 per 1000.

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GENERAL NEWS NOTES.

Edward A. and William J. Manda have become partners with their father, Joseph A. Manda, of West Orange, N. J., and the business has been incorporated under the name of the Joseph Manda Co. Both sons saw service over seas during the war. The capital stock is \$100,000.

Mr. A. A. Macdonald, who has been superintendent of the extensive J. B. Duke estate, at Somerville, N. J., is planning to enter the retail florists' business in Somerville. It is understood that he expects to grow many of his own plants and will erect a range of greenhouses for that purpose.

The Atlas Seed Co., of Dunkirk, N. Y., has been incorporated with a capital of \$20,000.

F. M. Pennock, of Porto Rico, is spending several weeks on a buying trip in this country. Mr. Pennock says that he has a nice line of aspidistras, dracaenas and other foliage plants.

The W. E. Trimble Greenhouse Co. has a distinct advantage over most florists, having a coal mine of its own. This mine is near Tiskilwa, Ill., and supplies all the coal that the company needs.

It is understood that P. L. McKee of Chicago, has become practically sole owner of the American Greenhouse Mfg. Co.

Charles Fisk has sold out his retail business to Emil and Herman Maerz, who have been associated with him for many years. Mr. Fisk is one of the old timers of Chicago, and now with Mrs. Fisk will enjoy a well-earned vacation in Hawaii, Japan and other distant countries.

Alexander Lurie, long connected with the Missouri Botanical Garden in St. Louis, is now connected with the BluMaize Blossom Shop, Ann Arbor, Mich.

Robert Craig, of Philadelphia, plans to spend a well-earned vacation at the Isle of Pines.

Gustave Koethe, of Roxboro, near Philadelphia, has suffered a heavy loss as the result of a fire which destroyed two greenhouses, a garage and a boiler shed.

The sixth annual convention of the Tennessee State Florists' Association, will be held at Knoxville, Feb. 5 and 6.

Hershon Oliver, formerly with the navy, has entered the employ of P. M. Olm, at Bath, Me.

George A. Tyrell, who formerly had a florists' shop on Central Street, Lowell, Mass., is now with J. J. McManmon.

The Englewood Nursery Co., of Leonia, N. J., has been incorporated, with a capital stock of \$60,000. The incorporators are Thos. H. Heminsley,

of Englewood; C. W. Schroter, of Leonia, and W. H. K. Davey, of Belleville.

During the latter part of the year western firms were badly handicapped by a railroad embargo which stopped the shipment of sphagnum moss from the Wisconsin swamps. This embargo has now been lifted and large quantities of moss are being put in by the trade.

J. G. Higgins, of Toronto, Ont., has taken a much larger store on Yonga street, close to Macey Hall. This move was made necessary by a large increase in his business.

It is understood that Fred Leissler will open a new store under the Jordan Hotel in Washington, which is in a very fashionable part of the city. Mr. Leissler has had much experience with his father, George A. Leissler.

Mr. A. M. Henshaw, president of the New York Florists' Club, entertained the past presidents and chairmen of the committees at dinner, Saturday evening, Jan. 10th, at the Hotel Pennsylvania.

The officers of the New York Florists' Club were installed Monday evening, Jan. 12th, in their new quarters in the Engineering Building. It was also Ladies' Night, and there was considerable offered in the way of entertainment, including dancing.

HORTICULTURE

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No. 3

THE TALK OF THE TRADE

Growers of snapdragons in all parts of the country are confessing to much trouble with rust, which in some instances seems very hard to deal with. Recently I asked Mr. G. S. Ramsburg of Somersworth, N. H., who is considered one of the most successful of antirrhinum growers, how he regarded this problem. Mr. Ramsburg admitted that the question was a perplexing one under average conditions, but seems to have learned how to keep clear of the rust. He said:

"There has not been found a chemical cure for antirrhinum rust, but it may be checked by maintaining a temperature of 58 to 60 degrees, void of moisture. We have seen plants which were badly affected with rust recover when placed in a rose house, though the quality of blooms was not so good as when grown in lower temperature.

"Snapdragon plants may be had practically free from rust if seedlings are started and grown in houses where snapdragons have not been grown for a year or two. Do not crowd seedlings while in pots, so that watering may be done without wetting the tops. Keep the foliage covered with powdered sulphur until the buds appear, and never wet the when watering. If houses are free from red spider no difficulty will be had from this pest, as spiders do not particularly care for healthy, free growing plants.

"Summing up therefore," concluded Mr. Ramsburg, "I advise growers to avoid syringing, side drafts, and low temperature. These three don'ts will go far towards success with antirrhinums."

I believe that the smaller flowered type of Primroses such as *malacoides* and *Kewensis* are being raised in larger quantities for the past few years. Of the *malacoides* type, the growers are all particularly interested in the improvement brought out lately in such varieties as *Rosea*, *Towendsii* and *Rohrerii*.

I was talking with one of the good plant growers around New York recently and he placed as the best for Christmas the variety *Rosea*, and to follow that *Towendsii*. If I am not

mistaken, *Towendsii* was introduced by A. L. Miller of Jamaica, Long Island. It follows in nicely after *Rosea*, which is the good strain that F. H. Lemon & Co. introduced. In this class of Primroses, *Towendsii* stands above all. The color is deep enough to make a very pretty showing and the flowers are larger and in heavier trusses than in any of the others of that type.

Then we also have *Primula Kewensis*, which is sometimes called the Buttercup. The variety has the mealy foliage which is considered quite an asset by many. Some of the retail trade are very fond of this Primrose when it is well coated with that shiny, flowery powder.

To get away from the *malacoides* type of Primrose, I am reminded of a mighty pretty Chinese Primrose which I saw recently at the Webster estate in Brookline, Peter Arnott, gardener. Mr. Arnott had the prettiest shade of bright satin pink Chinese Primrose that I have ever seen. He raised it from seed called Sutton's Coral Pink, and I think the commercial grower

would do well to try this out. I believe it would be a good seller.

In connection with the high price of lily bulbs this year, I am sure it will be interesting to the florist who has bought lilies to know that at an advertised auction sale in London, England, on December 10th, 490 cases of giganteums were struck off under the hammer at an average price of very nearly \$55.00 per case. This indicates that the American grower is not paying so much in proportion for bulbs as our English friends.

It may also be interesting to listen to what one well-known importer has to say about the future for lilies. I will speak for the sake of simplifying the statement of giganteums. Other varieties will figure in the same proportion. This importer says that it is doubtful if lily bulbs will ever again sell below 10c. to the florist, and it may take three years before they can get down to that point. We are apt to forget that very much the same condition exists in Japan as in our own and other countries; that is, high wages



Well Grown *Primula Kewensis*

and abnormal prices in everything that is sold or produced. If the Japanese farmer cannot get the same high average price for his lilies, he will simply turn to other crops. Great Britain has shown readily that it will take up an enormous supply of Japanese lilies at a price which is every bit as much as the American florist thinks that he can possibly stand, and if they pay it there we will have to pay it here. I suppose this will mean a general reduction in the amount of lilies used in America.

It will be up to each individual grower to plant what he thinks he can dispose of at the high prices that will be necessary. I have also heard it said by another lily importer that if every florist in America should combine and decide to grow no giganteum lilies at all, the price might be depressed a little, but not to any great extent. As I said before, England would take up a large amount, the other countries their proportionate part, and the Japanese as you all know is shrewd in every way, particularly commercially, and if the lily crop won't pay him what he expects, he can readily shift to others.

I heard a traveler say a few days ago that the city of Tokio is the highest priced city in the world in the way of commodities. This was a great surprise to me, but we know what that must mean if we are going to buy anything from the Japanese.

How does the average grower feel this year about his returns on Paper White Narcissus? I believe that in spite of the fact that he paid more for them than under prewar conditions that the returns have been high enough to satisfy him. What is he going to do about paper whites for next year? To begin with, the probabilities are very strong that he will pay very nearly the same price. There may be a slight deduction, but if there is any, it will be very small, and don't forget that there will probably be no Roman Hyacinths.

BOSTON.

H. J. Arrentshorst, representing Baartman & Koning, bulb growers of Lassenheim, Holland, has been visiting the trade in Boston.

S. S. Skidelsky, of New York, has been spending considerable time in Boston the past week.

Recent visitors also included Anthony Ruzieka, rose grower, Chat-ham, N. J.; Samuel Salsberg, commission broker, New York City; Mr. Peterson, son of J. A. Peterson, Cincinnati, Ohio, exhibiting new seedling of Mrs. J. A. Peterson and Socotrana Begonias.

PROTECTION FOR PLANT BREEDERS.

Suggestions Which Will Be of Interest to Novelty Growers.

The question of giving adequate protection to the breeders of plant novelties is exciting as much attention in England as it is in this country, and it seems likely that the Englishmen will arrive at some solution first. At any rate they are tackling the problem with energy, as may be seen by the articles which appear in the overseas papers. Some pertinent suggestions are made by Mr. A. J. Bliss, a well-known grower, in the following article, which appears in the *Gardeners' Chronicle*:

Though the protection of plant breeders' work by the method of patenting can take no account of the question of merit of the novelty, it is a matter of at least equal importance, and the success of any method of protection and its value to the community will depend largely on completeness with which the merit or improvement can be authoritatively determined and recognized. This will include the testing and proving of varieties, the granting of certificates of merit and the recognition of the breeders' work. To secure recognition I would suggest that the Chamber of Horticulture should make it an established rule that in the trade lists of all its members the name of the variety should be followed by the name of the raiser, in brackets. If, in default of knowledge of the raiser, it should be thought advisable to give the introducer's name, a recognized distinction should be made by using ordinary type, while the raiser's name should always be in italics. The same practice might be followed in all lists and registers. To insure accuracy, and as an essential basis for determining and recording the merit or value of new varieties, it will be necessary to have a system of registration instituted and kept by an authoritative and competent body. The collaboration and assistance of societies devoted to particular flowers and eventually, I hope, of an association of plant breeders can be confidently counted on.

It is a matter of so much importance for the future of plant breeding from both the scientific and economic point of view that it deserves a Government grant in aid if necessary. The testing and proving of new varieties, so far as it was possible to undertake it, should form an integral part of this work, with the granting of certificates of merit as its final outcome. Equally, if not more desirable would be a committee of revision to weed out all obsolete varieties, noting the improved

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Candidissima, per 1000 seeds, 40c. \$2.00
Gymnocarpa, per 1000 seeds, 15c. .50

LOBELIA

Crystal Palace Compacta...\$0.30 \$2.00
Barnard's Perpetual (Trailing)25 1.75

Crystal Palace Speciosa..... .20 .75
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Grandiflora fringed.....\$0.30 \$0.50
Ruffled Giants..... .30 .50

California Giants..... .30 .50
Monstrosus (Michell's)..... .60 1.00

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America or Globe of Fire...\$0.50 \$4.00
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Mammoth Fancy Blue\$0.30 \$1.25
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" " *Scarlet*30 1.25
" " *Striped*30 1.25

" " *White*30 1.25
" " *Mixed*30 1.00

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varieties that have superseded them. The authority undertaking this registration would require to give a full and accurate description and, where possible, examine a sample of the plant or flower for identification and for testing. I am strongly of opinion that all raisers availing themselves of such registration should be required to give the pedigree and all other useful information, not necessarily for immediate publication, but as a record for the future. For, in so far as such information is collected and recorded, will the registration be of permanent value.

There is often a disinclination to give the parentage, and in some cases, such as at the starting of a new race, or a variety that constitutes quite a new departure, it is perhaps justified; but from my experience, as a raiser chiefly of perennial flowers, I have come to the conclusion that in the great majority of cases (quite 80 or 90 per cent.) there is no object at all in withholding the pedigree. It could, however, be arranged that such information should be confidential, at any rate for a certain number of years. A fee could be charged for any inquiry after that date.

LONICERA MAACKI.

It is interesting to find that *Lonicera Maacki* in its improved forms has become as popular across the water as in this country. One of the English papers has the following to say about this splendid honeysuckle:

L. Maacki is a native of Manchuria and China, the first plants having been received from the former country about forty years ago. The plants received on this occasion did not create any special interest, and it was not until 1900, when Mr. E. H. Wilson sent seeds of a very free-flowering form from China, which has since been named *L. M. podocarpa*, that general interest began to centre in the plant. It is a summer-leaving shrub 10 feet high, with long, arching branches. The flowers, borne very freely in May practically from every leaf-axil, are white, turning to cream with age, and deliciously fragrant. A well-flowered bush is a very desirable object, and a further period of beauty is apparent when the bright red, almost transparent, berries are ripe early in July. It grows freely in good loamy soil and forms a shapely specimen without pruning. It is advisable to leave plants unpruned as long as possible, only cutting back the branches when they are outgrowing their space.

INJURY FROM GALVANIZED WIRE.

It would be interesting to know if garden makers in this country have noticed any injury from the use of galvanized wire. In answer to an inquiry the editor of one of the English papers says that harm is done to the tender shoots of fruit trees, climbing plants, etc., by allowing them to come into contact with wire of the galvanized type. He explains the statement by saying that the acid used in galvanizing the wire is very destructive. At the same time he points out that ill effects may be prevented by giving the wire two coats of the best white lead paint as soon as it has been fixed in position.

PHILADELPHIA.

J. Otto Thilow greeted his old friends at Dreer's on the 5th inst. and received their congratulations on his safe return from his trip to Australia. He is looking well and hearty and says he had a fine time but just the same is mighty glad to be back again by the banks of the green Delaware—even if the green is hidden by ice and snow.

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A growers' organization

It is announced that at the coming Carnation Society's convention in Chicago the project of launching a special growers' association will be brought up and thoroughly threshed out. Ex-president Ammann of the S. A. F. is thoroughly committed to the plan and has informally discussed it before some of the local organizations in various parts of the country. As stated last week there seems to be a feeling across the water that too many societies are being formed, with consequent danger of overlapping. It seems quite possible that such a situation may eventually be reached here, but the arguments in favor of this new organization seem to outweigh whatever criticisms may be heard. The growers comprise a very large percentage of the country's florists, and they have problems which are peculiarly their own and wholly distinct from those of other branches of the trade. It would seem to be for their interests to have a direct opportunity to handle these problems. Of course the new organization will be of material help to the parent society, and no doubt will help to increase the membership of the latter. Altogether there seems to be every reason for wishing the project well.

Hammond's philosophy

Benjamin Hammond, the Slug Shot man, is famous for his terse, epigrammatic statements of fact. On the first page of this season's calendar he has a thought for the coming year which is well worth wide circulation because it hits the economic nail on the head more sharply than most of the more studied messages which come from Washington. *HORTICULTURE*, therefore, is glad to pass it on. It reads as follows:

"A year of unrest is ended—tens of thousands of young men have returned from the work of upholding civilization, which was America's part in the fearful struggle where the spirit of selfishness and barbarism attempted to rule the earth. Now America has been shadowed by much wanton recklessness the past few

months, under the guise of the High Cost of Living, but the High Cost of Living cannot be overcome unless production is both abundant and reasonable, and that is where the intelligent sense of American citizens must come into action. If we are to enjoy 'A Government of the People and by the People,' common sense, free from wild reckless demands must prevail, otherwise the glory of the Stars and Stripes wilts.

"The future prosperity and comfort in every community in this great land, depends upon Fidelity, Patience and Industry, and without this spirit dominating there can be no National greatness and little home comfort, but with Faith in the Ever-living God to rule us, America will be a guardian of civilization, which is On Earth, Peace and Good Will to Men, and that brings happy homes. But the strike spirit never will."

Easier hours

Although the movement is going along rather quietly the tendency toward shorter hours and Sunday closing in the various branches of the florists' industry is marked. In most of the larger cities at least a few of the leading florists have made a reduction in hours of labor and have established the Sunday closing rule. A shorter day is now rapidly coming to be a fact in the Boston district, and after a few stores inaugurate this system, the others usually have to follow in order to keep their help in a contented frame of mind. A report from Cleveland shows that the Sunday closing movement is making rapid strides there. Some of the dealers have been closing on Sundays for a long time, while others have recently adopted the plan. There are still some of the florists in Cleveland, as in other cities, who disapprove of Sunday closing, and there are cases where their objections are well grounded. This applies especially to florists who are located close to cemeteries, and who depend upon cemetery business largely for their profits. Such florists often seem justified in keeping their places of business open on Sundays, but there is no good reason why they should not equalize the matter by allowing their employees half holidays or part time off during the week. There are usually dull times when this could be done readily. After all, it is only a matter of fair and just treatment, and the employees of a florists establishment naturally agree that they should be on a par with those in other lines of trade.

Of course it is impossible to fix hard and fast rules. Among the wholesalers, for example, it is necessary to be on the job for a much longer time than in a retail store. In such an establishment orders are likely to come in often by wire from distant customers, asking for immediate shipments, and of course such orders must be taken care of promptly. Here again the solution is simply fair and equitable treatment, such as all of the large wholesale houses seem disposed to give.

In the main, the good intentions of the employers meet with an appreciative response from the employees. In some establishments, unfortunately, there are a few men who seem unwilling to buckle down to work in the good old-fashioned way. Now it will be impossible to properly adjust economic conditions in this country until employees in every industry realize that the matter lies with them. Under-production and a general tendency to slow down is largely responsible for present day conditions. Even in establishments where conditions are considered reasonably satisfactory it is necessary at present to employ five or six people to do as much work as was turned out by four previous to the war.

SERIES OF LECTURES

New Plan Adopted by Massachusetts Horticultural Society

A new plan of lectures is to be followed by the Massachusetts Horticultural Society the coming season. Instead of having a series of lectures by different speakers, Prof. W. T. V. Osterhout of Harvard University has been engaged to give a course of talks on The Living Plant. The dates and titles will be as follows:

February 28. Germination and root development. The requirements for successful germination; the forces which direct the root in its search for food and water.

March 6. The root in relation to the soil. The absorption of materials by the root; the nature of the soil and the principles of soil-management.

March 13. Work of the leaf. The manufacture of food from air and water; the role of chlorophyll and sunlight.

March 20. The structure and functions of the stem. Division of labor in the tissues of the stem; conduction of food and water; principles of growth.

April 3. Flower and fruit. Pollination, fertilization, the development of the seed and the formation of fruit.

April 10. Plant breeding. The laws of heredity and their practical application to the improvement of plants.

F. A. Wilson of Nahant is chairman of the lecture committee.

THE HORTICULTURAL SOCIETY OF NEW YORK.

On Wednesday, January 21, 8.15, at the American Museum of Natural History, 77th street and Central Park West, a lecture will be delivered by Mr. M. G. Kains on "Pruning, especially as applied to Fruit Trees and Ornamental Shrubs." The lecture will be illustrated with lantern slides. Mr. Kains is too well known as an authority on this subject to need an introduction.

Those having rare, interesting, or unusual plants or flowers are invited to bring them to the meeting. Facilities will be provided for their display. A fund has been placed at the disposal of the Exhibition Committee for the purpose of awarding prizes for worthy exhibits.

All are invited to come and bring their friends. Admission is free.

GEORGE V. NASH, Secy.,
New York Botanical Garden.

Are You Going to Chicago?

On January 21st, the American Carnation Society will meet in Chicago. Preparations are being made to take care of a large attendance. The meeting will be very interesting as well as beneficial. This will give an opportunity for florists to get together and discuss subjects of other importance outside of Carnations.

Chicago hotels are always crowded and we advise you to make reservations in advance by writing to various hotels for reservations. We will be glad to have all your mail addressed in care of our office which is two blocks from the leading hotels of the city and in the heart of the wholesale florists. We will do everything in our power to make your visit a pleasant one.

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PHILADELPHIA.

In the obituary list this week we regret to record the passing of Rose M. LeGierse, wife of Ferdinand J. LeGierse, 47th and Lancaster avenue, Philadelphia. She died on the 10th inst. and was buried at Holy Cross on

the 14th inst. Also that of a Chester County florist, J. H. A. Hutchison, of Oxford, who died on the 10th inst. and was buried on the 13th inst.

C. H. Grakelow and Alvah R. Jones went to Baltimore on the 13th inst. to attend the Florists' Club meeting.



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Beacon St.

Buffalo, N. Y.—S. A. Anderson, 440 Main
St.

Cambridge, Mass.—Harold A. Ryan.

Cleveland, O.—J. M. Gasser Co., Euclid
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and 49th St., also Vanderbilt Hotel.

New York—Max Schling, 785 5th Ave.

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Farnum St.

Philadelphia—F. M. Ross, 136 So. 52nd
St., 13 So. 60th St., 212 E. Girard Ave.

Philadelphia—Chas. H. Grakelow, Broad
St. at Cumberland.

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Ethel Fisher	14.00	115.00
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Laddie	10.00	90.00
Pink Delight	7.00	60.00
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Enchantress Supreme, Rose-Pink Enchantress, Mrs. C. W. Ward, Merry Christmas, Rosalia, Aviator, Beacon, Crystal White, White Enchantress, White Wonder, Belle Washburn, \$6.00 per 100, \$50.00 per 1000.		
Matchless, Pink Enchantress, Alice, White Perfection, \$5.00 per 100, \$40.00 per 1000.		

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Farquhar's Giant Pink	\$2.00	Faruhqar's Giant Duchess (White with pink zone, primrose eye)....	\$1.75
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Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
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CARNATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; 1/8 oz., \$2.00

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DEPARTMENT OF PLANT REGISTRATION

Public notice is hereby given that J. A. Peterson & Sons, 3132 McHenry Avenue, Westwood, Conn., O., submits for registration the new plant here mentioned:

Begonia seedling, No. 442, parentage Begonia Mrs. J. A. Peterson X Socatrana. Strong, sturdy grower, large flowers, about the size and shape of those of Begonia Melior, color American beauty Rose, foliage dark brown turning to green. The variety was originated by the firm about three years ago, and as a commercial variety is considered by them as the best they have ever offered for dissemination, flowers lasting well on the plant, not falling readily.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the Secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

JOHN YOUNG, Secy.

1170 Broadway, N. Y.

W. A. Manda of South Orange, N. J., has offered a prize of \$10 for the best dahlia grown in a pot and exhibited at the next exhibition of the American Dahlia Society.

OBITUARY.

William Stuart Allen.

William Stuart Allen, the oldest wholesaler in business, died Tuesday morning, Jan. 13, 1920, at his home in Larchmont, N. Y., of a complication of diseases. He was about 64 years of age and his place of business was 53 West 28th Street.

He has been in the wholesale cut flower business for 40 years or more continually except for a couple of years, originally succeeding his brother, James, now deceased.

Mr. Allen was vice-president of the Wholesale Cut Flower Association.

He is survived by his wife and daughter.

The funeral took place Thursday morning, Jan. 15th, with interment in Long Island.

John E. Geary.

John E. Geary, aged 60 years, a widely known florist in Northwestern Massachusetts, died at his home, 50 Park avenue, Salem, after a short illness. He was the last member of the firm of McGee, Geary & Co. Mr. Geary was a member of Vergua Council, K. of C.; the M. C. O. F. and other organizations. His wife, Abbie J. Geary, died recently. He leaves two daughters.

Flowers Under Glass

Godfrey callas are now being grown so widely that they cannot be overlooked when discussing commercial plants. Sometimes they are benched but probably it is better on the whole to keep them in pots, shifting them as required, up to 6's. The last shift should be made at once if the work has not been done before. These callas require a reasonably good soil, but too much manure is not beneficial. They thrive best in a temperature of about 55.

If you are having trouble with snapdragons, you will be wise to restrict the amount of space given them. Some growers are losing money because they cannot get perfect blooms. Nobody yet seems to know just how to meet the trouble, but the wise florist will study the question carefully before he runs the risk of a serious loss.

There is always a call for mignonette, and it pays to grow them when good spikes can be produced. This is a crop which likes manure water about twice a week when the spikes are forming. Disbudding is necessary to get large flower heads, and it is well to keep the plants carefully tied up, straggly growth being cut out at the same time. A top dressing of sheep manure and soil in equal parts helps to produce big spikes which the market wants. Don't forget that mignonette is not a warm temperature plant. Forty-five degrees at night is as much heat as it should have. Oftentimes a sowing can be made now in pots for bringing along in the violet house or some other cool part of the range.

Few florists have any surplus of asparagus, and now is a good time to sow the seed, both of plumosus and sprengerii. Equal parts of sifted loam and leaf mold with a little sand added makes a good soil for the pans. A night temperature of 70 degrees is needed to make the seed germinate well, and the pans should be kept shaded until the seedlings appear, after which an abundance of light should be given. Pot into very small pots as soon as the plants are big enough to handle. Loam, leaf mold, and rotted cow manure in equal parts is recommended as a good potting soil, and a temperature of 60 degrees is about right for asparagus.

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COLEUS, rooted cuttings Golden Bedder, Velschaffeltii, Firebrand and best bedding kinds: \$1.50 per 100, \$12.00 per 1000.

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It is there considered a bread and butter Carnation. **The Grower likes it**, because it is free and has no tricks. **The Seller likes it**, because it ships and keeps splendid—and what is best of all—

THE LADIES ADMIRE, AND ALWAYS BUY IT for its fresh, rosy color, just like morning glow. **Morning Glow** is early, free, has a good habit, fine stem and for blooming during the Summer, cannot be beat. While not one of the largest Carnations, it is considered

THE MOST PROFITABLE OF ALL
Cuttings sold by the originator, \$7 per 100, \$65 per 1000
EDWARD WINKLER, Wakefield, Mass.

DESTROYED BY HAIL

Last Summer a florist who had imagined he was outside of the hail section lost upwards of 50,000 square feet of glass by hail with no insurance to recompense him.

He is now a member of the Florists' Hall Association of America.

Profit by experience and join the Association now. Address

JOHN G. ESLEB, Secretary
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Practical instruction is offered in vegetable, flower and fruit gardening, greenhouse and nursery practice, together with lectures, laboratory, field and shop work in garden botany, zoology, pathology, landscape design, soils, plant chemistry and related subjects.

The curriculum is planned for the education of any persons who would become trained gardeners or fitted to be superintendents of estates or parks. Students may be admitted at any time.

Circulars and other information will be mailed on application.

The New York Botanical Garden
Bronx Park NEW YORK CITY

When writing to Advertisers kindly mention Horticulture

Christmas Rose Possibilities

Wellesley, Mass., Jan. 6, 1920.

Some one asks—Is it possible to make a success—a commercial—success of Christmas rose hereabouts. The answer is, yes, if one will take the trouble to meet their cultural requirements.

We have tried Christmas roses, here and there—in New Jersey and Massachusetts—as rock plants, and in sheltered nooks, both in sun and shade, but we have failed to make them the success worth while. They will live for a few years, but seldom thrive in the open. If you get them vigorous enough to bloom, climatic conditions are against them in other aspects. Their natural blooming season is from November onwards, and when nicely started, along comes frost, and shuts them off until spring. Their blooming season, is, so say, divided, and all the fine vigorous buds on the way to bloom in December, and through the winter, are killed, and nothing is left for spring, but weaklings. That is the record for Massachusetts, and New Jersey not much better.

The best success I have seen in this vicinity was at the Powers' place—that was—and now Butterworth's in

Framingham. When Butterworth was Powers' manager, about 20 years ago, he used to have about half a dozen cold frames filled with Christmas roses. They were on the shady side of the house, and opened up north. They were seldom disturbed, fed, and watered well, and were a thrifty lot. The frames were protected in winter with glass, mats and shutters, so as to make conditions as near natural as possible, and some fine flowers were produced all winter.

I don't think Butterworth has continued their culture probably because "it did not pay." The flowers last a month when cut, and go through the changes from green tinted when cut, to pink tinted, and green tinted when ageing. Such flowers ought to be worth 25 cents each, and really one ought to get that for them to make them pay. If they could be popularized, people would be willing to pay, what it costs to grow them. They should be put in the class with orchids, for to grow them successfully they need fully as much care.

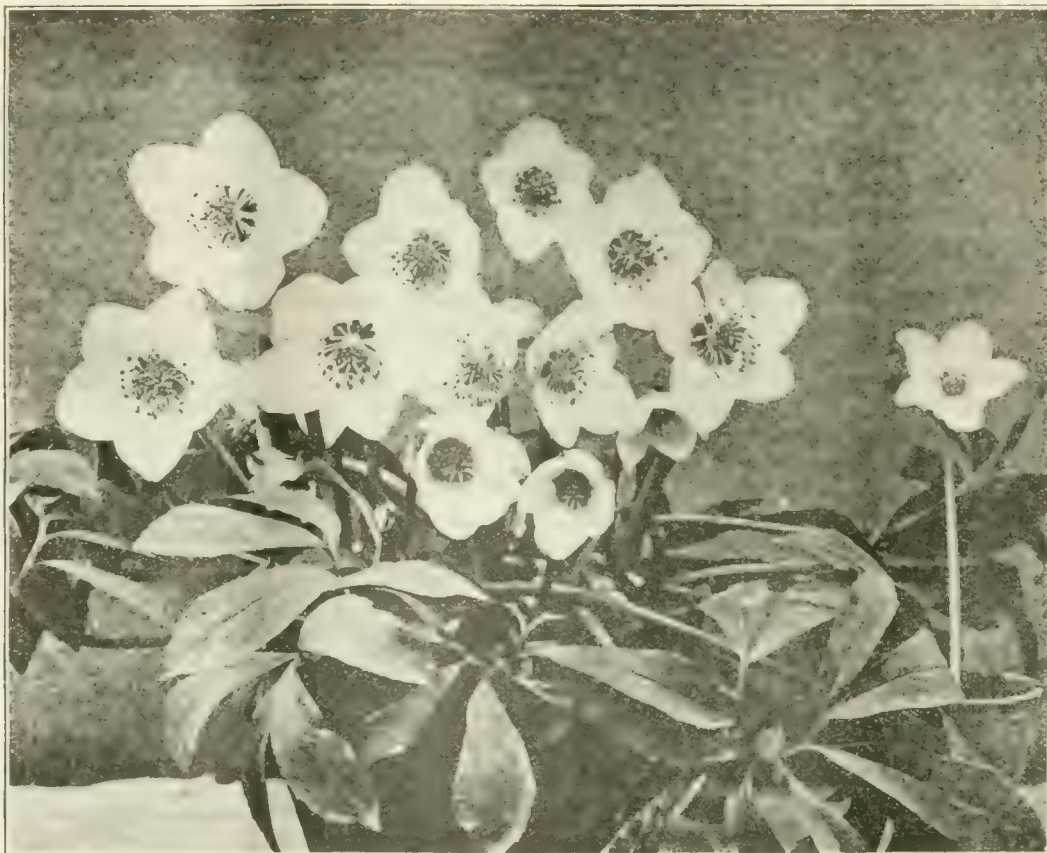
Very few people make the difference between Christmas roses and Lenten roses. They belong to two entirely different types. The Christmas roses, *Helleborus Niger*, have scape-

like inflorescences—that is, come up directly from the rootstocks, with usually only one, but occasionally two nodding, white or slightly pink tinted flowers.

The Lenten roses are mostly varieties of *Helleborus orientalis*. They do not bloom until winter is past, or thereabouts. They need the protection of a mulching, more than anything to keep them from starting out too early, as occasionally they get nipped. Sometimes winter frosts destroy the foliage, which badly mars their beauty, but even so they bloom well, and make a fresh lot of leaves. I should say, in speaking of Christmas roses, in respect to winter injury to the foliage, that the loss of that is most detrimental to future growth, as evidently they are to a greater extent, evergreen.

Lenten roses carry a branched panicle of bloom, bearing several flowers, which opens in succession, and gives them a long season of bloom, but they do not have the substance of Christmas roses, and do not last as long when cut.

There are several distinct varieties of *Helleborus orientalis*, which in some places are given the rank of species. But that they are only varieties may be proved by raising them from seeds—they seldom or never come true, and from one batch of seedlings



Helleborus niger



The Meyer Florist Threads can be had in any size or color that is wanted. Can furnish same at \$2.25 per lb. with liberal discounts in case lots of 500 lbs. and upwards. Every spool contains 2 ounces of actual thread, 16 ounces to the pound or no sale. Be sure and get the Meyer Threads and take no other.

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John C. Meyer Thread Co.
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THE LEO NIESSEN CO.

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EDWARD REID

WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

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10,000....\$2.50 50,000....\$11.00 Sample free.

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Henry M. Robinson Co.

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and 430 Sixth Avenue

Telephone:

Farragut 13 and 3180

you may get any of the named varieties.

The type has white, purple edged flowers. In variety colchicus and colchicus punctatus we have handsome spotted flowers.

Var. olympicus is a handsome white variety, which best of any of the H. orientalis varieties might take the place of the Christmas rose.

V. guttatus has beautifully spotted flowers.

One might make a large collection of these Lenten roses, but the three named above represent about all the colors.

T. D. H.

CARNATION SHOW FOR BOSTON.

The Gardener's and Florists' Club of Boston is to conduct a carnation show at Horticultural Hall, Feb. 10.

The money for the various premiums—two in each class—will be contributed by the Club and various firms and individuals. Prizes will be similar to those offered on February 18, 1919, when the first show of this nature was held, and in a later notice exact amounts will be given.

The hall will be open to the general public free of charge, from 2 to 7.30 p. m.

Scoring of carnations will be by the American Carnation Society scale, as follows: Color, 25; size, 20; stem, 20; form, 10; calyx, 5; substance, 15; fragrance, 5; total possible points, 100.

This exhibition, the only mid-winter one to be held in Boston, while gotten up at short notice, will, we feel sure, be appreciated by the flower-loving public of Boston, as was the very successful one held a year ago. A cordial invitation is extended to growers, both private and commercial, and retailers to contribute something to make the show a creditable one.

The judges will be William H. Judd, chairman of the Exhibits Committee of the Gardeners' and Florists' Club; William Anderson, representing the Massachusetts Horticultural Society, and Henry Penn, representing the retailers of Boston.

W. N. CRAIG, Secy.

THE LADIES' SOCIETY OF AMERICAN FLORISTS.

The following appointments on the Board of Directors have been made by the President, Mrs. B. Hammond Tracy:

For three years—Mrs. R. C. Kerr, Texas; Mrs. W. W. Edgar, Mass.; Mrs. F. H. Traendly, N. Y.

For one year—Mrs. Philip Foley, Ill., to fill the unexpired term of Mrs. J. F. Ammann.

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CHICAGO FLORISTS' CLUB.

The meeting was called to order at 8 p. m., President A. J. Zech, presiding. The retiring president expressed thanks to all the members for the support given him in his administration during the past year, and expressed the hope that our Club would soon have a home of its own. He urged every member of this organization to pledge loyal support and assistance to our president who is to preside for the coming year.

Mr. O. E. Ollinger was requested to escort President Elect T. E. Waters to the chair. Mr. Waters, in accepting the presidency, delivered an eloquent speech promising to wield the gavel of fairness to all, and his keynote of remarks was that all meetings should start punctually.

President Waters next installed Vice-President-elect A. T. Pyfer, Secretary-elect F. Lautenschlager, Treasurer-elect Paul E. Weiss. All of the incoming officers responded with a speech.

The following applications for membership were received:

Ralph B. Howe, 231 W. Madison St., Chicago, Seedsman, with W. W. Barnard Co.

Walter G. Poehlmann, Morton Grove, Ill., Florist, with Poehlmann Bros. Co.

Wm. T. Collins, 1457 E. 70th St., Chicago, florist, and Mr. Jos. Werstler, 2221 W. Madison St., Chicago, Ill., with Schiller the Florist, were elected members.

All arrangements have been completed for the annual banquet to be held at the Grand Ballroom of the La Salle Hotel, on Jan. 22nd. Cost, \$3.00 per plate, including dancing and entertainment.

President-elect T. E. Waters and Secretary-elect F. Lautenschlager tendered their resignation as trustees. A. J. Zech was elected as trustee to serve for two years. August Poehlmann was elected to serve for a term of one year.

George Asmus made a rousing appeal for a permanent home for our club. This matter was placed in the hands of Mr. Asmus and the trustees for further investigation. The committee is to report at the February meeting of our Club.

The meeting on February 5 has been set aside as the annual Novelty Night. Guy French, Chairman of the "Good of the Club" Committee, will be in charge of this affair. Growers who have novelties to show, should make arrangements at once to exhibit same at this meeting.

F. LAUTENSCHLAGER, Sec.

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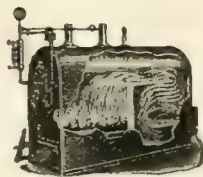
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Some of the Things That Help to Hold Customers.

It would be to the advantage of every retail florist to copy a card put out by a big Boston establishment, and give it a conspicuous place on the wall. This card reads as follows:

YOU'RE THE BOSS

One fact we constantly try to drive home to our salespeople.

Profits pay their salaries. There would be no profits without customers.

No employee serves the company well unless he satisfies the customers.

I have had something to say before about the necessity of having salesmen properly trained so as to make a good impression when meeting customers. To my mind this is one of the secrets of a successful retail business. One careless, slovenly, discourteous, or garrulous salesperson can do more harm in one day than the value of his or her week's salary.

It would seem as though a plan tried out by a shoe concern in Montreal might be adapted to meet the needs of florists who have a rush of business at certain hours but long dull periods at other times. This concern presented a dollar bill to each customer who bought shoes during the dull hours. A florist might offer a carnation or some other bloom to help even up the buying period. This leads to another thought, the possibilities of interesting merchants in the distribution of flowers to help trade under special conditions.

Not long ago I heard of a florist who went to a department store which was having difficulty in disposing of certain merchandise, and succeeded in selling him ten thousand roses. A rose was given to each customer and a big rush of business resulted. In-

dentally there was a very curious circumstance in connection with this deal. A florist who had a store in the immediate vicinity found himself unexpectedly deluged with orders and in a short time was cleaned out of roses, simply as a result of the free distribution of the department store, which got everybody to thinking about flowers and greatly stimulated the demand for them.

Getting back again to the attitude of clerks toward customers, I was interested in the special despatch from Miami, Okla., to the Retail Public Ledger of Philadelphia. It seems that a certain concern lost several of their best customers, one after another, and couldn't understand why. Finally one member of the firm put the question direct to an old customer, a lady whom he met on the street. "If there was anything the matter with the goods," he said, "we will willingly replace them."

"It wasn't the goods at all." It's those insulting clerks you have. When you are in the store they are very attentive to all customers—the very acme of courtesy, but when you are

away these same clerks are rude and often really insulting."

Now the natural thing to do under such circumstances would be to call the clerks together and give them a call down. The store owner, however, was sceptical as to what the results would be. Instead, he announced the next morning that a commission of two per cent would be paid the clerks on each one's sales, in addition to the regular salary.

The change in those clerks was instantaneous—from hanging back and waiting for another to wait upon a customer, each tried to be the first one there. No more was there any squabbling with customers, and no more old customers quit the store, and one of the clerks was heard to say that she didn't feel like a beggar any more but like one of the firm.

Results in actual sales? At the end of six weeks the owner figured out a profit of \$310.00 more than in the previous six weeks, in spite of the commissions paid.

All of which goes to show that you can catch more flies with molasses than with a club.

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40	14 in.	1.90	21.50	170.00
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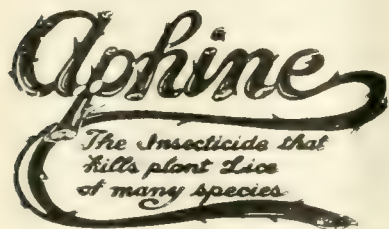
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By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantsmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of HORTICULTURE at publisher's price, \$2.00.

HORTICULTURE PUBLISHING CO.

78 Devonshire Street

Boston, Mass.

HORTICULTURE

Vol. XXXI

JANUARY 24, 1920

No. 4

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



CATTLEYAS

Quality above the average, really wonderfully choice stock, running mostly in the darker shades.

Roses, Carnations, Violets, White Lilac, Valley, Mignonette, Calendula, Freesia, and all other Seasonable Flowers.

Everything in
Cut Flowers, Plants,
Greens,
Ribbons and Supplies.

BUSINESS HOURS: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK PHILADELPHIA BALTIMORE
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

FERNS

THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots.....\$3.00 per dozen, \$20.00 per 100
Strong plants, 3½-inch pots..... 7.50 per dozen, 50.00 per 100
Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

NEPHROLEPIS:
Elegantissima, elegantissima compacta, 2½-inch Each \$0.25
Elegantissima and elegantissima compacta, 6-inch..... .75
Muscosa, 5-inch75
Elegantissima and elegantissima compacta, 8-inch..... 2.00
Elegantissima and elegantissima compacta, 10-inch..... 4.00
Harrisii, 8-inch 8.00
Dwarf, Boston, 8-inch..... 2.00
If plants are shipped in pots, 10% additional.

F. R. PIERSON, Tarrytown, N. Y.

FERNS

We have on hand for immediate shipment a splendid lot of Pot Grown Ferns all extra good value for the money. Shipped without pots

	Size	Doz.	100	1000
Bostons	4-in.	\$3.00	\$20.00	\$190.00
"	5-in.	4.50	35.00	325.00
"	6-in.	6.50	50.00
"	8-in.	18.00
Scottii	3-in.	1.00	8.00	75.00
"	4-in.	3.00	20.00	190.00
"	5-in.	4.50	35.00	325.00
Teddy, Jr.....	5-in.	4.50	35.00
Cordetta Compacta.....	4-in.	3.00	20.00
"	5-in.	4.50	35.00
Crytonum (Holly Ferns).....	4-in.	3.00	20.00
Table Ferns, assorted.....	3-in.	1.00	6.00
"	4-in.	3.00	20.00

Alternantheras; Alyssum, double Giant and Dwarf; Begonias, Gracilis and Vernon; Hardy English Ivy; Lantanas, assorted; Heliotrope; Lobelia, Crystal Palace Gem; Moonvines, 2-in. \$2.75 per 100, 3-in. \$3.75 per 100.

Send for Catalogue Cash With Orders

R. Vincent, Jr., & Sons Co.
WHITE MARSH, MARYLAND

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FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY
CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

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Snow Queen Canna

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN., U.S.A.

Robert Pyle, Pres. Antoine Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

HILL'S EVERGREENS

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied
Price list now ready

The D. Hill Nursery Co.

Evergreen Specialists. Largest Growers in America
BOX 415, DUNDEE, ILL.

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WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

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BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

When Writing to
Advertisers Please
Mention
HORTICULTURE

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

The drive for St. Valentine's Day business is just now very active. Our Promotion Bureau has received over four hundred order for stamps and posters, some of the orders quite large, a few calling for as many as 50,000 stamps and 100 posters each. These stamps and posters are inexpensive and are very valuable aids in local publicity for what can be made one of our leading flower days. Every florist can use at least a few stamps, and certainly one poster for window display. Both link up with our magazine advertising, and he is a wise florist who sends in his order right away. Thousands of people are buying these stamps and posters, reminded of a day when sentiment should prevail, and flowers should, above all things, be the medium for its conveyance. The greater the publicity given to the day the better results for the florists, and, surely, the small cost of the stamps and posters should hardly be considered in the matter. Wake up, and send in your order if you have not already done so.

THE BILLBOARD SIGNS.

With the holiday business out of the way, the matter of the billboard signs should now receive attention. Many hundreds of florists have good locations for these signs on their own properties, and an installation would help each and every one, whether grower or retailer.

We are glad to have had the support of some of the members of our Society in arranging for installations. W. H. Eiss of Buffalo, Secretary of the Western New York Florists' Publicity Committee, has arranged for the location of twenty (20) billboards. Guy French, of Morton Grove, Ill., has promoted orders for as many more. Wallace R. Pierson of Cromwell, Conn., at a meeting of the Hartford florists last week, obtained pledges for ten (10) billboards, a pretty good showing for Hartford and vicinity. Many others of our members could, in their communities, very easily arouse interest in this feature of our Campaign, which should create a tremendous amount of publicity for our slogan "Say it With Flowers." Secretaries of florists' Clubs

LILIUM FORMOSUM, 7 to 9 and 9 to 10.
LILIUM MULTIFLORUM, 7 to 9 and 9 to 10.
LILIUM MULTIFLORUM GIGANTEUM, 7 to 9.

LILY OF THE VALLEY PIPS

BEGONIA GRACILIS LUMINOSA
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEED

Prices on Application

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

WAIT FOR

KELWAY'S WHOLESALE SEED CATALOGUE for 1920

Before placing your order. The most favorable prices of the year. If not received wire or write.

KELWAY & SON

Wholesale Seed Growers
LANGPORT ENGLAND

GIGANTEUM & HARDY LILLIES GLADIOLUS CANNAS AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

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E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

CHRYSANTHEMUM NOVELTIES for 1920

Preliminary list now ready.

Free by mail.

ELMER D. SMITH & CO.

Adrian, Mich.

and other organizations are invited to communicate with the Secretary as to possibilities in their districts. Order blanks, giving all particulars, are available upon application to the Secretary's office.

CAMPAIGN FUND FOR 1920.

With the splendid results accruing from our work for last year, our Publicity Committee ought to receive a very much greater financial support than they have had so far. These results are only possible through expenditure of money, and there has not been as much cash available for purposes of the Campaign as there should have been. What is \$54,000 among 20,000 florists? A little more than \$2.50 per head—and some of the subscribers paid for as many as 200 heads. This is shameful. We get, absolutely, what we pay for—profitable publicity—so why should anyone withhold a subscription. Never was there greater prosperity in the florists' industry, and the Publicity Campaign has promoted it.

You, Mr. Non-Subscriber, share in it all, at the expense of your brethren. Do you think this is right? Of course, you do not. Then send in your check for any amount you can afford, and feel that you are helping the Committee to help you. Let us keep the Campaign going—harder than ever. The more we do the more the results. Flowers are being used now for purposes never thought of before.

The Campaign Fund for 1920 is, so far, \$37,572.50, actually pledged.

NEW SUBSCRIPTIONS.

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

Weidemann's Flower Shop, Jersey City, N. J.....	\$ 5.00
Thomas J. Gibson, Newport, R. I. (1 year).....	5.00
Roy E. Neal, Lawrenceville, Ill.	7.50
A. Deitsch Co., Chicago, Ill. (1 year).....	75.00
The Wirt Floral Co., Parsons, Kansas (1 year).....	5.00
T. Harold Coffman, Hunting- ton, W. Va. (1 year).....	10.00
	\$ 107.50

Total amount promised for 1920	37,572.50
Total	\$37,680.00

JOHN YOUNG, Secy.

1170 Broadway, New York, N. Y.
Jan. 17, 1920.



Ibolium Privet
Natural Habit

IBOLIUM

THE NEW HYBRID

HARDY PRIVET

(L. Iboia x Ovalfolium)

Now sent out for the first time. Inquire for further information. One year field grown plants; \$5.00 each; Summer rooted, frame grown, \$3.00 each; Plants in storage for immediate shipment. The Elm City Nursery Co., WOODMONT NURSERIES, INC., New Haven, Conn. Introducers of BOX-BARBERRY, well rooted summer frame cuttings—\$65.00 per 1000.



Ibolium Privet
When Trimmed

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

“Seeds with a Lineage” All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the **BAY STATE NURSERIES**
Wholesale and Retail **NORTH ABINGTON, MASS.**

CANNAS
A large stock of several varieties. PRICES RIGHT. Let us book your order
now for shipment at any time.
PARKER BROS. NURSERY CO.
FAYETTEVILLE - - ARKANSAS



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus,
Cosmos, Candytuft, Snapdragon, Lobelia,
Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias,
Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case,
\$50.00.

If you have not received our Florist List, a post card
will bring it.

Fottler, Fiske, Rawson Co.
12 and 13 Faneuil Hall Square **BOSTON, MASS.**

SEEDS AND BULBS
Boddington's
126 Chambers St., N. Y. City

A Card This Size
Costs only 90c. per Week
on Yearly Order
It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order.

BEGONIAS IN BLOOM

IMMEDIATE SHIPMENT

FINE STOCK FOR NOW OR GROWING ON

CHATELAINE, 3-inch, \$15.00 per 100; 4-inch, \$20.00 per 100; 4½-inch, \$35.00 per 100; 5-inch, \$50.00 per 100.

MRS. PATTEN (the dark pink sport of Chatelaine), a fine Christmas or Easter variety—3-inch, 20c.; 4-inch, 27½c.; 4½-inch, 50c.; 5-inch, 65c. each.

HARDY LILIES—Ours are here safe, not frozen or started. Auratum, Album, Magnificum, 8/9, 200 per case, 9/11, 125 per case, \$30.00 per case. Now or when you are ready.

GIGANTEUM LILIES—6/8 and 7/9 not frozen, started or injured in any way, these bulbs are of very best grade. Now or when you are ready for them at \$55.00 per case, plus 20c. per month storage charges.

NOTICE—6¼ to 7-inch Giganteum, guaranteed single crown, 350 to the case, and to my mind the very best value offered, \$50.00 per case.

BOSTON AND WHITMAN FERNs. 2¼ in., pot grown. \$7.00 per 100, \$35.00 per 1000.

CYCLAMEN SEEDLINGS, twice transplanted, assorted stock, of a select strain. \$8.00 per 100, \$75.00 per 1000. Salmon alone, \$10.00 per 100.

TABLE FERNs of very best quality and assortment. 2¼ in., \$6.00 per 100, \$55.00 per 1000.

CINERARIA HYBRIDA, half dwarf, 3 in., \$12.00 per 100.

CALENDULA, Orange King. An improved winter flowering strain. \$5.00 per 100, \$45.00 per 1000.

Double or Single PETUNIAS. Rooted cuttings at \$2.50 per 100, \$20.00 per 1000. Our stock of Double Petunias comprises ten colors, all distinct, also an A-1 variety of Single Mixed, as well as Rosy Morn, separate.

ASPARAGUS PLUMOSUS and SPRENGERI. Seedlings. \$1.25 per 100, \$10.00 per 1000. Fine 2¼ in. pots, \$5.00 per 100, \$45.00 per 1000. Fine 3 in. pots, \$10.00 per 100, \$95.00 per 1000.

BONNAFFON SOIL CUTTINGS. Immediate shipment. If you want to change or improve your strain, get some of these now. You can work up a fine lot of stock and this is from a particularly healthy strain, no midge and no blind plants. **WELL ROOTED STOCKY CUTTINGS**, \$16.00 per 1000.

We have **500 PELARGONIUMs**, mixed, including four best sorts. Can ship at once. Strong, 2¼ in. pots. Good value at \$14.00 per 100.

AGERATUM Stella Gurney. Rooted cuttings at \$1.50 per 100, \$12.00 per 1000.

PRIMULA OBCONICA. 3 in. at \$10.00 per 100.

YELLOW MARGUERITES. 2 in. at \$5.00 per 100. **BOSTON YELLOW MARGUERITES**, R. C., \$3.50 per 100, \$30.00 per 1000. **MRS. SANDER MARGUERITES**, R. C., \$3.00 per 100, \$25.00 per 1000.

NEW ROSES, FRANK W. DUNLOP and MADAME BUTTERFLY. Own root, \$40.00 per 100, \$350 per 1000; Grafted, \$45.00 per 100, \$400 per 1000, from 2½ in. pots. **SNAPDRAGON**, free from disease, **Silver Pink, Nelrose**, White, Yellow, Garnet. 2¼ in., \$6.00 per 100, \$50.00 per 1000.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA. BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

F. T. D. ACCOUNTS.

From Now On They Will be Paid Through the Clearing House.

An important statement has just been sent out by Albert Pochelon, Secretary of the Florists' Telegraph Delivery Association. It reads as follows:

A resolution adopted by the Board of Directors authorizing the Secretary to pay all accounts that are sent to the Clearing House, took effect January first.

Accordingly, all accounts sent to the clearing house for collection will be paid promptly, after this office has been assured that said account is due and no adjustments are necessary. A check for the amount less 20 per cent will be sent to the creditor. The florist owing the account, automatically becomes debtor to the F. T. D. A. for the full amount. All checks to be issued against the Guarantee Fund of the Association. When the accounts are paid they will be credited to the Guarantee Fund less 20 per cent. Any surplus arising (after expenses are deducted for collection) from this procedure will be turned into the general fund of the Association.

The penalty for failure to pay the accounts within ten days after due

notice from the Secretary, will be suspension and the delinquent's name withdrawn from the list, Article 11, Section 10, Cons. and By-laws. Any balance due a suspended member of his Guarantee Fund after all accounts are paid will be remitted after a lapse of the authorized time, see Article 4, Section 6, Cons. and By-laws.

The Secretary has been called to account many times by members of the F. T. D. A. for not using his official right in issuing checks to cover accounts due. To avoid further criticism the above action was declared timely.

Yours for more F. T. D. A. co-operation.

ALBERT POCHELON.

Sec'y F. T. D. A.

PHILADELPHIA.

William J. Therry, late of Dreers, is now in charge of the vegetable seed department of I. N. Simon & Son at 5th and Market. Mr. Therry is one of the best posted men in the business, having been at it for over a quarter century and is especially strong on the market garden end. The Simon outfit has certainly secured a valuable man and the public will no doubt show its appreciation by still stronger adherence to this up-to-date firm.

BOSTON.

A union meeting of Massachusetts various agricultural organizations was held at Horticultural Hall this week. The Massachusetts Nurserymen's Association and the Gardeners' and Florists' Club of Boston, co-operated by conducting a session Wednesday evening at which time there was a lecture by Arthur Herrington, of Madison, N. J., on "Flowering Trees and Shrubs" and another by Ernest F. Coe, of New Haven, Ct., on "Japanese Gardening and Gardens."

Ernest H. Wilson, of the Arnold Arboretum, lectured for the Pennsylvania Horticultural Society, Tuesday evening. Mr. John Farquhar accompanied him to Philadelphia.

E. I. Farrington, editor of HORTICULTURE, lectured on the Arnold Arboretum in the Essex Institute Course at Salem, Monday night.

The Rochester, N. Y., Florists' Association has elected the following officers: President, George J. Keller; vice-president, James Sproat; secretary, Irving S. Briggs; treasurer, Harry L. Glenn.

James Burke, for many years on the J. A. Foster estate in Warwich, R. I., has gone with Fred Davis of Pawtucket.

HORTICULTURE

Vol. XXXI

JANUARY 24, 1920

No. 4

THE TALK OF THE TRADE

A comparison of the quality of cut roses offered in the wholesale markets of Boston and New York is interesting at this particular time. It is true that all grades can be found in both markets; it is also true that Boston is offering good average quality, but some of the very well grown Columbia and Premier that were seen in New York the past week were exceptional as regards color, size and in fact general finish. It would appear that these two varieties take kindly to growing conditions around New York and New Jersey.

With the commercial varieties of the past few years, it was a pretty difficult thing to find better quality than was

found in the Boston market, but it does seem now that New York is taking the lead on Columbia and Premier at least.

The growers of years gone by when long-stemmed stock was in demand cannot help noticing the change in this respect nowadays. Twelve, fifteen and eighteen inch stock is marketed in quantity, and these are the popular lengths. Very little of the very long-stemmed stock is brought in, and there is no question that it does not pay to pinch for three feet stems.

There has been more or less talk going around regarding an embargo

placed upon American roses going into Canada. It would seem that there must have been something considered and proposed in this respect, but I heard one prominent rose grower say that he had it upon good authority that there was no intention of "a revenge boycott" on American-grown stock. The whole trouble was started with the idea that rose midge was coming into Canada from American growers, and if this embargo was proposed or if it is going into effect, it is with an idea for their own protection and not to boycott American stock with the idea of revenge as has been intimated.

Bulbous stock is commencing to appear on the market and pans of very well grown tulips in particular are



Forced Darwin Tulip William Copeland

seen. The early lots of hyacinths, at least those that I have seen up to this time, are decidedly inferior. There is some very fine Darwin tulip stock offered, however, and this tulip grown properly so that it is not drawn up with too long stems, is about as satisfactory as any bulb that can be put in to the retail store. There is a grand range of colors, with good size and general finish

Sometime ago, I spoke about Camellia as a good plant to be taken up by the plant grower to help fill the gap occasioned by the absence of so many Christmas and Easter offerings that we have been in the habit of getting abroad; consequently I was interested to notice that Mr. Thomas Roland of Nahant has a nice block of camellia coming along, which should be in good shape for next season. He probably will have enough to fill one fair-sized house, and they will be welcomed indeed by the plant buyers.

Mr. William Elliott, in talking to the members of the Boston Florists' Association at their last meeting on the subject of market conditions and prices as they affected the grower, to my mind brought out one very important point and one which is vital to the grower. That was the increasingly large sale every year of artificial leaves and flowers for Memorial Day work. Mr. Elliott thinks that the store man is not playing fair with the grower in pushing the artificial wreaths so hard. He compared the prices of a number of years ago when short roses would go somewhere near \$6.00 per 100 on that particular day, and the price of the past two years when \$2.00 per 100 was nearer the average. Probably the store man will have his side to this argument and we are going to have a chance to hear from him at one of the meetings in the near future, but the fact remains that the grower is made to suffer through the heavy sale of these good-for-nothing concoctions.

In spite of the fact that some of the early bulb stock has been inclined to come blind, it was very pleasing to see such a nice lot of stock at Frank Edgar's place in Waltham. His Golden Spur certainly has done all that could be expected, and all of his bulb stock seems to be of better than average quality.

Two interesting points in connection with bulbs may well be noted. First, the retail store man seems to be holding off this season from buying pan stock. He claims that the price is too

high, and it is noticeable that instead of buying in dozen lots as in previous years it is a sort of hand-to-mouth way that he carries this stock. Now when we think of the price of the bulbs, the labor, and the loss from those that come blind and other causes, it doesn't seem that bulb stock is bringing any more than can well be expected; in fact, to my mind this line does not run as high proportionately as most any other crop.

The other point is that the Hollander who is making his first round of visits now is quoting as high and in many cases higher than the past year. I am not prepared to say whether these high prices are necessary; the conditions in Holland are not known to me. However, the Dutch Bulb Growers' Association have set their prices, and already we can see that this has stopped many a grower from placing early orders. True it is that many wait for the second trip of the Hollanders which comes in the spring, and if I am not mistaken many buyers of bulbs, particularly some of those who have been through the mill for many years and buy in large quantities, are going to hold off until next fall. I have heard several say that there will be a better chance to buy then than now. Let us see if this works out. The fact remains that unless bulbs come down somewhat, the store man can hope for no easing off in price, in fact he may have to pay more.

It is interesting to find that even the seedsmen are taking up the "Say it with flowers" slogan. In the 1920 retail catalogue put out by John Lewis Childs, the national motto stands out very prominently, being lettered at the base of the splendid cut of Autumn Glory Chrysanthemum. Certainly the florists will appreciate this kind of co-operation. Mr. Childs goes even further than this by writing a little personal message about flowers and their value in the home.

The Childs people are noted for the novelties which they feature. Novelties are not very plentiful this year, to be sure, but Mr. Childs has several excellent colored plates in which he illustrates Lythrum Rose Queen, Monarda Cambridge Scarlet, an attractive Veronica, several of the newer dahlias and five of the new large flowering type of Lemoinei hybrid gladioli. The illustrations are always among the most charming features of a Childs catalogue, the color work being splendidly done.

SWEET PEA SCHEDULE FOR 1920.

The schedule of the Twelfth Annual Exhibition and Convention of the American Sweet Pea Society to be held under the auspices of the Massachusetts Horticultural Society in the Horticultural Hall, Boston, July 10-11, 1920, has just been issued.

The officers of the American Sweet Pea Society are George W. Kerr, president; Edwin Jenkins, vice-president; William Gray, secretary; William Sim, treasurer.

Executive Committee—The above officers and David Don, W. A. Sperling, John H. Stalford, James Stuart, E. C. Vick.

Nomenclature and Trials Committee—Prof. A. C. Beal, William N. Craig, George W. Kerr, Leonard Barron.

Trial Grounds—Cornell University, Ithaca, N. Y.

Exhibition Committee—George W. Kerr, chairman, W. A. Sperling, James Wheeler, William Sim, John H. Stalford, William Gray.

Entries must be made on the entry blanks supplied by the secretary, William Gray, Bellevue avenue, Newport, R. I., and mailed to reach him at Newport on or before Thursday, July 8th. Entries in the Massachusetts Horticultural Society's part of the schedule must be made to Wm. P. Rich, secretary of Massachusetts Horticultural Society, 300 Massachusetts Ave., Boston, Massachusetts.

Trade exhibitors intending to enter in the American Sweet Pea Society's Gold Medal Class, the Silver Cup Class, or to make a special exhibit should notify the secretary three days previous to the opening of the exhibition, stating the amount of space they intend to fill.

Entry in the American Sweet Pea Society's classes is free to members of the American Sweet Pea Society. Non-members competing must accompany their entries with an entry fee of \$2.

All exhibits must be staged by 12 o'clock on Saturday, July 10th.

All Sweet Peas exhibited (except in classes for display and arrangements for effect) must be legibly named on cards furnished or approved by the secretary.

SURPLUS CINERARIAS

Excellent Plants at \$1.25 Each

Should like to sell the lot to one party

HARMONY GROVE CORPORATION
Salem, Mass.

ROSE COLUMBIA WINS.

Given the Gertrude M. Hubbard Medal
By American Rose Society

The Executive Committee of the American Rose Society at a recent meeting in New York City voted to award to the hybrid tea rose Columbia, registered in 1917 by E. G. Hill of Richmond, Indiana, the Gertrude M. Hubbard gold medal for the best rose of American origin introduced during the last five years.

This reward was made possible by the generosity of Mrs. Gertrude M. Hubbard of Twin Oaks, Washington, D. C., and has been awarded but once when, in 1914, it was given to M. H. Walsh of Woods Hole, Massachusetts, for the introduction of the climbing rose Excelsa.

The honor which goes to Mr. Hill is distinctive. It is the highest honor which the American Rose Society can confer on a hybridizer, and it is a recognition, not only of a variety of merit but of the valued work of a pioneer in rose breeding—one who has devoted a half century of real service in the advancement of the rose, through breeding a type admirably suited for American conditions.

E. A. WHITE, Secy.

A very good description of Columbia is to be found in one of Charles H. Totty's catalogues. It reads as follows:

"This variety sends up quickly numerous stiff stems which are of good length without pinching, and naturally throws long, stiff smooth stems. It is a free easy grower with beautiful foliage, the leaves spaced just right to please a cut-flower grower and to form a fine setting for the bloom. "A Rose without a thorn, almost!" Thornless for 10 to 12 inches below the flower, as well as very few thorns on the lower stem. Color true pink about the shade of a perfect Shawyer, deepening as it opens to glowing pink; a peculiarity of the variety is that the shades all become more intense until the full maturity of the flower is reached."

RHODE ISLAND HORTICULTURAL SOCIETY.

The seventy-fifth annual meeting will be held in the Lecture Room, Public Library, Providence, R. I. on January 21. At this meeting Mr. K. E.

WE NOW INTRODUCE

Gladiolus "White America"

A seedling of "America," having same habit of growth, form of flower and substance. Color—buds flesh-white opening clear white, with a slight mark of blue in throat.

THE MOST IMPORTANT NEW VARIETY SINCE "AMERICA."
Bulbs—\$2.00 per doz.; \$15.00 per 100; \$125.00 per 1000.

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Roses at wholesale; shipped by express anywhere.

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POINSETTIA, single and made up pans. Quality unsurpassed

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PLANTS

Cyclamen, \$1.50 and up; Begonias, 75c to \$2 each; Poinsettias, single, 50c, 75c and \$1 each; pans, made up with Ferns and Peppers, \$1.50 to \$4 each.

FERNS, Scottii, Verona, Boston and Roosevelt, 50c to \$2 each.

FRANK EDGAR, Waverley, Mass.

Gillett, of Southwick, Mass. will lecture on the "Cultivation of Native Plants." This is an unusually interesting subject. There are great possibilities for starting a profitable business in propagating native plants, such as ferns, wild flowers, shrubs, trees, etc.

and selling them for home decoration. Mr. Gillett has worked up a profitable business in this way.

The business meeting is at 7.45 p. m. and the lecture at 8.00 p. m.

ERNEST K. THOMAS, Sec.
Kingston, R. I.

HORTICULTURE

Established by William J. Stewart in 1904

VOL. XXXI

JANUARY 24, 1920

No. 4

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EDWARD I. FARRINGTON, Editor.
 Telephone Fort Hill 3694

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Page and half page space, not consecutive, rates on application.

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To comply with a new Post Office requirement, when writing to HORTICULTURE, please use the following form:

HORTICULTURE, 78 Devonshire Street, Boston 9, Mass.

The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office

Growers in New England and New York

The Illinois quarantine are greatly aroused by the quarantine just declared by the state of Illinois as the result of the European corn borer agitation.

This quarantine bars out of the state dahlias, gladioli, chrysanthemums, geraniums, corn, broom corn and celery grown in any of the New England states or in New York. It is realized that the scare may readily spread to other states which in turn may take similar action, thus making the situation doubly serious. There are several large growers of dahlias and gladioli in New England and New York who make heavy shipments to Illinois and adjacent states and doubtless will unite in prompt and vigorous action to have this embargo removed and to prevent its being imposed by other states. Mr. J. K. Alexander of East Bridgewater, a very prominent dahlia grower, has been quick to see the danger, and expects a movement which will help to save the business interests of eastern growers. As Mr. Alexander points out, this embargo is wholly unnecessary and entirely unjust. The danger of spreading the corn borer through the medium of dahlia roots and gladioli corms is too remote to even justify consideration. The borer lives over in the stalks, possibly, but these stalks are all cut off before shipment. Moreover, the dahlia roots are cut up into single pieces, and it would be impossible for them to carry the pests. Both dahlia roots and gladiolus corms must of necessity undergo considerable handling which would be another measure of safety. There is still

another point, too, as Mr. Alexander pointed out, at a meeting in Boston last fall. Dahlia roots are always planted commercially five or six inches deep and it was admitted at this meeting that the borers had never been found more than an inch or two under the ground.

Still another interesting phase of the question was encountered in discussing the matter with a prominent Massachusetts grower. It was pointed out by this man that the quarantine notice sent out by the Illinois officials specifies simply dahlias and gladioli without mentioning roots or corms. This man says that as the notice reads it actually applies to flowers or plants. He ships neither, but will continue to cut and ship bulbs and corms, feeling under this notice he has a perfect right to do so.

To some extent chrysanthemums and geraniums are also shipped from New England and New York and of course the growers are hit by this embargo. If there were any real danger or if the quarantine were justified by the facts, the growers would submit gracefully, but they feel that under the circumstances the Illinois authorities have simply built up a straw man for the purpose of knocking him down and that they are laboring under a huge misapprehension in taking this drastic action.

It is significant too, that almost at the same time a notice is being sent out from Washington that the European Corn Borer is not as dangerous a pest as was supposed because when found in the West it has only one brood yearly, making it much more easy to control. Altogether, there is every reason to expect that the New England and New York growers will make a vigorous protest and one which will have results.

It was an exceedingly difficult problem

The rose award with which the executive committee of the American Rose Society was confronted when it was obliged to choose the best rose of American origin in competition for the Gertrude M. Hubbard medal, as reported elsewhere in this issue. About forty roses were eligible, and they included both the greenhouse and outdoor varieties. Moreover, they included varieties which, while well adapted to cultivation in some parts of the country, do not thrive well in others. If reports are true, however, Columbia was the first choice of a greater part of the executive committee. It can well be imagined that Premier, Red Radiance, Los Angeles, Mrs. Moorfield Story and Ophelia Supreme might have warm supporters. Apparently, however, Columbia stood high above all the others in the committee's estimation. Columbia is, of course, a greenhouse rose primarily, and it will be remembered that when the last award was made it was to an outdoor rose, Excelsa, originated by Mr. Walsh of Woods Hole. Possibly the committee purposes to alternate indoor and outdoor roses as a means of avoiding criticism. In the opinion of some people it would have been better had several classes been provided for, or a proper method of scoring arranged which would simplify matters a little. Without much question, the choice of the committee this year will be pretty generally approved, but the time is likely to come, when the competition will be so close that making the award will prove a heart-breaking matter.

The Carnation Convention

Chicago, Jan. 21, 1920.

The annual convention of the American Carnation Society being held here this week was attended by growers from all over the country who are in fine spirits and enthusiastic over business conditions. It must be admitted, though, that the attendance is a little below the average at these conventions. New England is most heavily represented of any distant section. The meeting hall is handsomely decorated. New England blooms led with the most important awards. Maine Sunshine, originated by C. S. Strout of Biddeford, Maine, received the Dorner gold medal. Laddie, shown by S. J. Goddard, was awarded the American Carnation Society's gold medal, and Laddie exhibited by Strout received the Carnation Society's silver medal. Mr. Strout's new crimson, Donald, was given the S. A. F. silver medal.

A display of carnations was made by Mr. Strout and arranged by Mr. C. Englemann, the famous English carnation grower now visiting in this country, attracted particular attention. The flowers were displayed loose, and in small cups on standards in artistic fashion, with foils of green. An unnamed seedling by Mt. Greenwood Cemetery Association took first prize in 100 white.

The nomination of Chas. W. Johnson for president was unanimous. The secretary and treasurer were renominated unanimously.

SECRETARY BAUR'S REPORT.

In part Secretary Baur's report was as follows:

The curtailed premium schedule of last year and the subsequent saving in money, has enabled the society to catch up in a measure with its finances. Prices on all supplies continue high, however, and strict economy must be practiced until either prices moderate or our income can be increased. We were successful in securing an unusual amount of advertising for this year's premium schedule, there being 36 full pages. Our members can make this a really valuable advertising medium by patronizing our advertisers. Plans which are in prospect, make it highly important that you lend your assistance along this line.

It was most gratifying to note that our members are supporting the society most loyally. We have also reinstated 17 old delinquent members during the past year. But why do we

not gain more new members? Some plan that will produce results must be devised. Who can suggest one? Our membership list now stands at 300 annual members and 11 life members. These figures should be doubled. We have lost during the past year Frank A. Friedley, who died on March 9th, Henry Rohrer, who died on April 7th, and Robt. Montgomery who passed away on August 5th.

There was paid into the Secretary's office:

In dues.....	\$ 649.00
For advertising.....	285.00
For miscellaneous.....	82.00

Total\$1,016.00

all of which was turned over to the Treasurer and his receipt taken therefor.

The \$1,000 in the Fred Dorner Memorial fund is not yielding sufficient interest to cover the cost of the Dorner Memorial medal at the present time. Prospects for any material reduction in the cost of this medal in the near future do not seem bright and it would probably be wise to add two or three hundred dollars to this fund in order to again make it self-sustaining, unless the present fund can safely be invested so as to yield a higher rate of interest.

Preparations for the fifth National Flowers Show have been resumed with a view to holding it in 1921. This society should lay plans to maintain its place in the front rank of the special societies by staging the greatest show of carnations ever put on display.

We now have 251 members in the S. A. F. & O. H., which entitles us to representation on their Executive

Board. Our President, Theodore Dorner, has been appointed to serve during the present calendar year. A new rule, adopted last August, provides that all affiliating societies shall pay the expenses of their representatives, instead of their mileage being paid by the S. A. F. & O. H., as was done previous to this year. This calls for additional funds again, if you desire your representative to attend these board meetings.

Seven new seedling carnations were registered during the year and three sports were offered for registration. Six registrations were sent over from England, one a duplication of Toreador, a variety disseminated in this country some years ago.

This society is extremely fortunate in having locally, a man with such energy and executive ability as our Vice-President Chas. W. Johnson. To him is due in large measure, the credit for the efficient manner in which the local arrangements were managed. Our thanks are also due the Chicago Florists Club, the Chicago Retail Florists' Association and The Commercial Flower Growers' Association, for their splendid co-operation in making this convention a success.

A. F. J. BAUR, Sec.

TREASURER'S REPORT.

General Fund—Expenses.

Orders on treasurer paid.....	\$858.75
Jan. 12, 1920. Balance cash	
on hand	804.21
	<hr/>
	\$1,662.96

General Fund—Receipts.

Jan 19, 1919. Cash on hand.	\$612.42
Cash received during year..	1,050.54
	<hr/>
	\$1,662.96

A Protest

—The Illinois Embargo on Dahlias and Gladioli is unjust and uncalled for.

—Nobody knows where the movement thus started will end.

—Growers in New England and New York must unite in a big fight to save their business interests.

—Urgent action is needed. Who is with me on this?

J. K. ALEXANDER, E. Bridgewater, Mass.



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**124 TREMONT ST.
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A Card This Size

Costs only 90c. per Week
on Yearly Order

It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order.

Permanent Fund.

Jan. 19, 1919. Balance.....\$2,625.31
Jan. 1, 1920. Interest..... 106.04

\$2,731.35

Jan. 10, 1920. Transferred to
general fund..... \$106.04

Jan. 12, 1920. Balance..... 2,625.31

\$2,731.35

Dorner Memorial Fund.

Jan. 19, 1919. Balance.....\$1,002.97

Jan. 10, 1920. Interest..... 40.50

\$1,043.47

Jan. 10, 1920. Transferred to
general fund \$40.00

Jan. 12, 1920 Balance..... 1,003.47

\$1,043.47

Total of All Funds.

General Fund, First Merchants
National Bank. Subject to
check \$804.21

Permanent Fund, Lafayette
Loan & Trust Co..... 2,625.31

Dorner Memorial Fund, La-
fayette Loan & Trust Co.. 1,003.47

\$4,432.99

F. E. DORNER, Treas.

NEW ENGLAND'S DELEGATION.

A good sized delegation left Boston Monday to attend the Carnation Convention in Chicago. The party included S. J. Goddard of Framingham, Ernest Sanders and Thomas Pegler of Lewiston, Me., Geo. Buxton of Nashua, N. H., Charles Strout and wife of Biddeford, Me., Walter Link of Arlington, Henry Penn of Boston, Louis Reuter of Watertown and E. Allan Peirce of Waltham. W. D. Howard had intended to be a member of the party but was unable to go because of illness. Mr. Winkler entered an exhibit of Morning Glow in competition for the prize for carnations with the best keeping qualities. The Pattens of Tewksbury sent a box of Ethel Fisher for exhibit. Mr. Strout also took on exhibits of two new varieties, and Mr. Goddard, when he joined the party at Framingham had boxes which were supposed to contain his best examples of Laddie.

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F. T. D.

BROCKTON, MASS.

Belmont Flower Shop Member
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NORTH ANDOVER, SALEM, N. H.
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WASHINGTON, D. C.

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F. M. ROSS

Send orders to

186 So. 52nd Street, Philadelphia.

Other Stores

18 So. 60th St., 215 E. Girard Avenue

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Member Florists' Telegraph Delivery
Orders from all except members of
the F. T. D. must be accompanied by
remittance.

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At your service to deliver Flowers or Designs on Order by Telegraph or otherwise. Prompt Reliable Service.

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Flowers

Schling Service
Nothing Better

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DARDS FLOWER SERVICE

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Regular European sailings now established. Let us fill your orders for Steamer Flower Baskets, Corsages and Artistic Boxes of Out Flowers.

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ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.

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THE KNOBLE BROTHERS CO.

Flowers and Nursery Products

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Flowers of Every Kind in Season

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Everything in Flowers

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21 Exchange Buffalo, N.Y. **BETTER ADZ** BUFFALO N. Y.

NATIONAL ASSOCIATION OF GARDENERS.

Pres. L. P. Jensen of the National Association of Gardeners' has appointed the following directors to serve until 1923: Robert Cameron, Ipswich, Mass.; Theodore Wirth, Minneapolis, Minn.; George H. Pring, St. Louis, Mo.; George W. Hess, Washington, D. C.; Daniel J. Coughlin, Locust Valley, L. I.; John Barnet, Sewickley, Pa.; A. C. Jordan, Palm Beach, Fla. To succeed Thomas W. Head, elected treasurer (whose term expires 1922), George Wilson, Lake Forest, Ill.; and to succeed Arthur Smith, elected trustee (whose term expires 1921), G. Hennehofer, Great Falls, Mont.

As it was voted at the Cleveland convention to abolish all standing committees, there are no committees to be appointed at this time. President Jensen will appoint special committees as the occasion arises.

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3523 Euclid Ave.

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Members of F. T. D. Association.

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ASPARAGUS Plumosus Nanus (Northern Greenhouse Grown.)

1000 seeds...\$3.50 10,000 seeds...\$30.00
5000 seeds...16.25 25,000 seeds...68.75

ASPARAGUS Sprengeri

1000 seeds...\$0.75 10,000 seeds...\$5.50
5000 seeds...3.00 25,000 seeds...12.50

CENTAUREA

Candidissima, per 1000 seeds, 40c. \$2.00
Gymnocarpa, per 1000 seeds, 15c. .50

LOBELIA

Crystal Palace Compacta...\$0.30 \$2.00

Barnard's Perpetual (Trailing)25 1.75

Crystal Palace Speciosa..... .20 .75

Sapphire (Trailing)..... .40

PETUNIA

Grandiflora fringed.....\$0.30 \$0.50

Ruffled Giants..... .30 .50

California Giants..... .30 .50

Monstrosus (Michell's)..... .60 1.00

SALVIA

America or Globe of Fire...\$0.50 \$4.00

Bonfire40 2.50

Zurich50 4.00

VERBENAS

Mammoth Fancy Blue\$0.30 \$1.25

" " Pink30 1.25

" " Scarlet30 1.25

" " Striped30 1.25

" " White30 1.25

" " Mixed30 1.00

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Rosea15 .75

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Get Ahead Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White	
Farquhar's Giant Salmon	2.00	with pink zone, primrose eye)....	\$1.75
Farquhar's Ruby Queen	1.75	Farquhar's Giant White	2.00
Farquhar's Giant Red	1.75		

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed,

1/16 oz., \$1.25; 1/8 oz., \$2.00

LOBELIA. Farquhar's Dark Blue, Dwarf.....1/8 oz., \$0.85; 1/4 oz., \$1.50

PETUNIA. Farquhar's Ruffled Giants Mixed.....1/16 oz., \$4.00

SALVIA SPLENDENS BONFIRE1/4 oz., \$1.00; oz., \$3.75

SALVIA SPLENDENS COMPACTA1/4 oz., \$1.00; oz., \$3.50

SALVIA SPLENDENS1/4 oz., \$0.75; oz., \$2.25

SALVIA ZURICH1/4 oz., \$1.50

VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White,

1/8 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00

VERBENA. Farquhar's Mammoth Hybrids Mixed,

1/8 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00

VINCA. Bright Rose, White with rose eye, Pure White.....1/4 oz., \$0.50; oz., \$1.75

R. & J. FARQUHAR COMPANY
BOSTON, MASS.

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BET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

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82 Day St., NEW YORK and ORANGE CONN.

CARNATION CUTTINGS

READY IMMEDIATELY

	100	1000
Ruth Baur	\$12.00	\$100.00
Ethel Fisher	14.00	115.00
Morning Glow	7.00	65.00
Laddie	10.00	90.00
Pink Delight	7.00	60.00
White Benora	7.00	65.00
Enchantress Supreme, Rose-Pink Enchantress, Mrs. C. W. Ward, Merry Christmas, Rosalia, Aviator, Beacon, Crystal White, White Enchantress, White Wonder, Belle Washburn, \$6.00 per 100, \$50.00 per 1000.		
Matchless, Pink Enchantress, Alice, White Perfection, \$5.00 per 100, \$40.00 per 1000.		

C. U. LIGGIT

303 Bulletin Bldg. Philadelphia, Pa.

THE MARKET.

The market is in a very unsettled condition. Prices quoted at the time of this writing may be entirely changed by the time HORTICULTURE reaches its readers. A united attempt is being made to break prices but is being resisted stoutly. White carnations and mixed splits can be bought for 8c. Choice varieties like Laddie are selling for 16c. or even 20c. Sweet peas are bringing from \$2.50 to \$4.00 per hundred. Callas are proving a fine investment this season. They have been selling readily for \$4.00 in the Boston market and in New York have brought from \$5.00 to \$7.00. It has been hard to fix a price on roses, as much poor stock is coming in and naturally has sold for low prices. Shorts have been selling for from 15 to 20c., while specials run up to \$1.00 each.

Governor Harding, of Iowa, has issued a proclamation setting aside Sunday, Jan. 25, as a day in which to honor American women who served as nurses during the war. He has asked that roses be worn on that day, and no doubt will have the support of florists

When writing to advertisers kindly mention HORTICULTURE

NEW ENGLAND NURSERYMEN'S ASSOCIATION.

Program for the Ninth Annual Convention.

The ninth annual convention of the New England Nurserymen's Association will be held at the American House, Boston, January 27 and 28. Some very important questions are to be discussed and it is to be expected that the attendance will be large. The program is as follows:

Tuesday, January 27,
1 P. M.

Roll Call of members.

President's address

Annual reports: Secretary, R. M. Wyman; Treasurer, V. A. Vanicek.

Committee reports: Executive, C. Dow; Membership, F. S. Baker; Legislation, A. E. Robinson; Publicity, E. F. Coe; Transportation, Chas. Adams.

Appointment of Special Committees: Auditing, Nominating.

"What can we Import, and How?" Winthrop H. Thurlow, West Newbury, Mass.

"Standardization of Prices." Harlan P. Kelsey, Salem, Mass.

"The Labor Problem." John R. Barnes, Yalesville, Ct.

6.30 P. M.

Banquet and Entertainment. Walton G. Wyman, song leader; Fred Clark, entertainer.

Wednesday, January 28.

9.30 A. M.

Report of Special Committees.

Election of Officers.

"The Fruit Tree Situation." Paul Stark, Louisiana, Mo.

"The European Corn Borer." D. J. Caffrey, in charge of the Federal Corn Borer Investigation.

"Message from the American Association of Nurserymen." J. Edward Moon, President American Association of Nurserymen.

"Market Development." Ernest F. Coe, New Haven, Ct.

General Discussion.

12.30 P. M.

Lunch.

2.30 P. M.

Public Illustrated Lecture, "What's New in the Garden." E. I. Farrington, Editor of HORTICULTURE.

Remarks, J. Edward Moon.

The present list of officers is as follows: President, C. R. Burr, Manchester, Ct.; vice-president, Charles Adams, Springfield, Mass.; secretary, R. M. Wyman, Framingham, Mass.; treasurer, V. A. Vanicek, Newport, R. I.

LILY BULBS FROM STORAGE

GIGANTEUM, RUBRUM, ALBUM, AURATUM MELPOMENE, LILY OF THE VALLEY

Careful storage, prompt express shipment
on dates as arranged

Gladiolus Bulbs

For Early Forcing
Of Finest Size and Blooming Quality

43 Barclay St.
NEW YORK CITY

Vaughan's Seed Store

33 W. Randolph St.
CHICAGO, ILL.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6267
5948

WELCH BROS. CO.

262 DEVONSHIRE STREET
BOSTON, MASS.

BEGONIAS

CHATELAINE BEGONIAS: 2 1/4 inch pots, \$7.00 per 100, \$65.00 per 1000. Mrs. Patten Begonia, \$10.00 per 100.

COLEUS, rooted cuttings Golden Bedder, Velschaffeltii, Firebrand and best bedding kinds: \$1.50 per 100, \$12.00 per 1000.

EDWARD F. NORBERG,

Magoun Street
NORTH CAMBRIDGE, MASS.

Carnation Morning Glow Has Been Sold in the Boston Market for 4 Years

It is there considered a bread and butter Carnation. **The Grower likes it**, because it is free and has no tricks. **The Seller likes it**, because it ships and keeps splendid—and what is best of all—

THE LADIES ADMIRE, AND ALWAYS BUY IT for its fresh, rosy color, just like morning glow. **Morning Glow** is early, free, has a good habit, fine stem and for blooming during the Summer, cannot be beat. While not one of the largest Carnations, it is considered

THE MOST PROFITABLE OF ALL
Cuttings sold by the originator, \$7 per 100, \$65 per 1000
EDWARD WINKLER, Wakefield, Mass.

DESTROYED BY HAIL

Last Summer a florist who had imagined he was outside of the hail section lost upwards of 50,000 square feet of glass by hail with no insurance to recompense him.

He is now a member of the Florists' Hall Association of America.

Profit by experience and join the Association now. Address

JOHN G. ESLEK, Secretary
Saddle River New Jersey

INSTRUCTION IN GARDENING

Practical instruction is offered in vegetable, flower and fruit gardening, greenhouse and nursery practice, together with lectures, laboratory, field and shop work in garden botany, zoology, pathology, landscape design, soils, plant chemistry and related subjects.

The curriculum is planned for the education of any persons who would become trained gardeners or fitted to be superintendents of estates or parks. Students may be admitted at any time. Circulars and other information will be mailed on application.

The New York Botanical Garden
Bronx Park NEW YORK CITY

When writing to Advertisers kindly mention Horticulture

RAMBLING OBSERVATIONS OF A ROVING GARDENER

I have been very much interested in a circular sent out by the Aurora Nurseries, Aurora, Ill., featuring *Cotoneaster acutifolia* as a hedge plant for the Northwestern country and other cold sections of the United States.

Holm & Olson, of Minneapolis, have been booming this plant for some years and apparently results have justified their faith in it. Most of the *Cotoneasters* have great possibilities, but this one seems especially valuable for climates where ordinary hedge plants are not satisfactory. In its circular, the Aurora Nurseries have the following to say:

Cotoneaster Acutifolia belong to a group of shrubs or rarely small trees of the Rose family, related to the Apples, Pears and Hawthorns. The genus has long been known in Europe and eastern Siberia, but it is only in recent years that it has been discovered that the largest number of species of these plants grow in China. The first Chinese species was known to botanists as early as 1832; forty-five years passed before another of these Chinese plants was recognized and it was not until Henry and Wilson began the systematic exploration of the flora of central and western China that any one suspected its richness in these plants. Now forty-eight or fifty Chinese species and well marked varieties are recognized. Among them are some of the handsomest shrubs in cultivation, and for this climate at least some of the species are perhaps the most valuable shrubs introduced by Wilson. For the embellishment of northern gardens the introduction and successful cultivation of the Chinese *Cotoneasters* rank in importance with the improvements made in Europe in recent years in the garden Lilacs, with the forms of hybrid *Philadelphus* made by Lemoine, and with the collection of American Hawthorns discovered and raised in the last sixteen years through the activities of the Arnold Arboretum.

Cotoneaster Acutifolia is without doubt one of the most valuable members of the family for ornamental and hedge planting. Its growing range for hardiness extends well north into Canada, east of the Atlantic Coast and west of the Pacific. It is one of the few shrubs that can be grown successfully as a hedge plant throughout the cold windswept regions of Minnesota. It will stand any amount of shearing

and its appearances are equally as attractive clipped either in formal outline or permitted to take a more natural growth. It is an individual shrub and assumes a slender, gracefully arching growth with leaves of shiny green.

The flowers are white, borne the entire length of the stems. Each flower is followed in the autumn by a black berry. This fruit remains on the shrub until late in the autumn. After the first frost in the fall, the foliage assumes an attractive scarlet color immensely attractive. It is an excellent plant for large groups on account of the splendid fall color of its foliage. In summing up the merits of this plant, it is certainly a most valuable acquisition to our list of shrubs that have been offered to the trade in recent years.

I have been growing a few plants of *Cotoneaster acutifolia* in my own garden and find it very satisfactory.

Cotoneaster Acutifolia probably came originally from the Orient by the way of the Kew Gardens of England and into this country probably through the experiment Station at Ottawa, Canada. It is one of the most attractive shrubs for hedge purposes, especially clipped hedges. The plant is one of the earliest to leave out in the spring and one of the last to lose its foliage in the autumn. The foliage is dark green, glossy or shiny, and in the autumn on some soils takes on the autumn colors very nicely.

In the article on water gardening by the English authority, Mr. R. W. Wallace, reproduced in *HORTICULTURE* a few weeks ago, nothing was said about water lilies themselves. I find that in the course of his talk before the Royal Horticultural Society, Mr. Wallace made mention especially of the new hybrid water lilies, pointing out that no water picture is complete without them. He went on to say that the majority are of easy growth and increase quickly when once established. "There are," he said, "many varieties, but a few will be enough to speak of." He then continued:

So far mention has not been made of the beautiful new hybrid water lilies. No water picture is complete without them. The majority are of easy growth, and quickly increase when once established. There are many varieties, but a few will suffice. The white *Gladstoniana* is a noble

flower quite unsurpassed, and of pale pinks *Marliacea rosea* and *Colossea* are indispensable. In deeper shades of pink we have W. B. Shaw, very free and sweet scented; *Masaniello* and *Formosa*, and the glorious pink of Mrs. Richmond, quite unique in size and color; the rose-pink *James Brydon*; *Marliac's* masterpiece, the glorious ruby-red *Escarboucle*, and Wm. Falconer, of deeper coloring. *James Hudson* is very free and of a rosy crimson; the pale yellow *chromatella* and *Moorei*, of a deeper shade, a better plant. This short list I have given contains all the best growers and finest colors. Any pool, stream, or lake without their glorious flowers floating on the surface is incomplete.

HOW ABOUT THIS, BOYS?

Here is something that one of our subscribers sends us in high glee, having clipped it from B. L. T.'s Tower of Titters in the Chicago Tribune:

My Love Works in a Greenhouse.

In a quaint New England village,

On a drear October night,

A livery stable keeper met

A maid whose troth he'd plight.

Now he was tall and handsome

In a Denman Thompson way,

And she, O, my! was quite a queen,

She was so tall, yet gay!

The livery stable keeper

When he asked her for her hand,

Attempted to embrace her,

But for this she would not stand.

Why, O why, upon this manly breast

Will you not lay your head?

She looked into his whiskered face,

And this is what she said:

Chorus

My love works in a greenhouse,

And there always is a smell

Of violets and geraniums

Upon his coat lapel.

Now, mind, I do not blame you,

Nor do I make complaint,

But a greenhouse has a fragrance

That a livery stable ain't.

Apropos of the shortage of labor, it might be suggested to young men of promising talent that there are special advantages in greenhouse work, as revealed by these lines.

Fire believed to have been of incendiary origin destroyed the extensive greenhouses at Winchester Hall, the country home at Port Chester, N. Y., of Frank W. Savin, banker at No. 66 Broadway. Many valuable plants were lost, many of which never can be replaced, and the damage is estimated at \$125,000.



The Meyer Florist Threads can be had in any size or color that is wanted. Can furnish same at \$2.25 per lb. with liberal discounts in case lots of 500 lbs. and upwards. Every spool contains 2 ounces of actual thread, 16 ounces to the pound or no sale. Be sure and get the Meyer Threads and take no other.

Manufactured by the

John C. Meyer Thread Co.
Dept. WW. LOWELL, MASS.

For All Flowers in Season Call on
THE LEO NIESSEN CO.
1201 Race St. Philadelphia, Pa.

EDWARD REID
WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin N. Y.
10,000....\$2.50 50,000....\$11.00 Sample free.
For Sale by Dealers

GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.



Henry M. Robinson Co.

55-57 West 26th Street
and 430 Sixth Avenue

Telephone:
Farragut 13 and 3180

Flowers Under Glass

ROSE CUTTINGS.

Rose cuttings in sand are in constant danger from spot. In order to prevent trouble from this cause it is important that they be sprayed with copper soon after they have been inserted. Nobody will claim that the trouble can be cured in this way, but it can be controlled to some degree and its spread held in check. Be sure to water the cuttings early enough so that the foliage will be dry when night comes. It is very important at this season to prevent a check to the cuttings such as will surely follow if the houses are allowed to get too cold. The results of such a misfortune will last for a long time.

In making a second batch of cuttings which many of course will be doing now, make a point of using only high grade plants. This will pay in the end in the increased vigor and floriferousness of the progeny. It is worth while to use heel cuttings to as large an extent as possible, for they root extra well, producing good bottom shoots. It is especially necessary to be careful with Beauties and other roses that have considerable blind wood to use only flowering wood. With some florists there is altogether too much waste when cuttings are made. This can be avoided with care, and as fast as the wood is cut it should be immersed in water and then taken to the cellar or packing room to be kept cool and damp until needed. Do not keep the cuttings in water, however. They should be damp but not wet.

STARTING ASTERS.

There is likely to be a good call for asters as cut flowers this season, for they can be sold as a rule at a moderate price. They can be grown readily in any house which has a night temperature of 50, and soil in which carnations thrive will suit them. Some growers try to force plants for a heavy early crop, but this is a mistake because the quality is always inferior. It is better to have flowers in good condition with a light crop than a heavy crop of poor stuff. Red spider often bothers asters, and constant syringing is required to keep this pest in check. When the plants are large enough set them about a foot apart on the benches. Early Wonder has been grown quite extensively because of its early flowering habit, but the flowers

H. E. FROMENT
Wholesale Commission Florist
Choice Cut Flowers

New Address, 143 West 28th St., NEW YORK
Telephones: 2200, 2201, Madison Square.

WM. P. FORD
Wholesale Florist
107 W. 28th Street, NEW YORK
Telephone 5335, Farragut
Call and Inspect the Best Establishment
in the Wholesale Flower District.

WALTER F. SHERIDAN
Wholesale Commission Dealer in
CHOICE CUT FLOWERS
133 West 28th Street, New York
Telephone—5651-5655 Madison Square

E. G. HILL CO.
Wholesale Florists
RIEHOOND, IND.

Please mention Horticulture when writing.

REED & KELLER
122 West 25th St., New York
Florists' Supplies
We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
Florists' Requisites

THE KERVAN CO
Fresh Cut Decorative Evergreens
Highest Standard of Quality. Largest
Stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies
119 W. 28th St., - NEW YORK

WILLIAM H. KUEBLER
Brooklyn's Foremost and Best
WHOLESALE COMMISSION HOUSE
A First Class Market for CUT FLOWERS
Willoughby St. Brooklyn, N. Y.

WE WANT MORE SHIPPERS
We have a numerous clientage of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to
UNITED CUT FLOWER CO., INC.
111 W. 28th St., New York
D. J. Pappas, Pres.

FRANK J. REYNOLDS CO.
Wholesale Florists
Boston Co-operative Flower Market
280 DEVONSHIRE STREET
BOSTON, MASS.

FUTTERMAN BROS.

Wholesale Florists, 102W. 28th St. New York
The Right People to Deal with. Phone Watkins 9761-159 Consignments solicited.

B. A. SNYDER CO. *Wholesale Florists..*

Hardy Cut Evergreens, Cut Flowers and Florists Supplies

21-25 Otis Street, BOSTON, MASS.

Telephone Fort Hill 1083-1084-1085

WILLIAM F. KASTING CO.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

New England Florist Supply Co.

276 Devonshire Street, BOSTON, MASS.

Telephones, Fort Hill, 3469 and 3135

Would like to handle consignments from growers of good
Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

55 West 26th Street, New York City

Boston Floral Supply Co.

WHOLESALE FLORISTS

DEALERS IN Cut Flowers and Evergreens

We manufacture our own **Wax Flowers, Baskets, Wire Frames,** and
preserve our own **Cycas and Foliage** right in our own factory.

OFFICE, SALESROOMS, SHIPPING DEPT.

15 OTIS STREET

Unknown customers kindly give
reference or cash with order

Telephones
MAIN 2574-3525

96 Arch Street

BOSTON, MASS.

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

Little Ads. That Bring Big Returns

Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser. Anything wanted by florists, gardeners, park and cemetery superintendents, etc., can be sold through this medium.

Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.

are smaller than those of Queen of the Market, and as the latter variety blooms much more freely it is to be preferred on the whole.

LEFT OVER PLANTS.

Left-over plants of Begonias, Cyclamen and Primroses which are likely to find a market in the near future should be kept cool and with plenty of ventilation. This also applies to Azaleas if anybody has any of these plants. Canadian florists who were not able to get their Azaleas ready for Christmas can carry them along at any temperature above the freezing point and hold many of them for the Easter trade. Do not, however, let them get over dry.

Now is the time to plan for Stevia cuttings, which simply means saving what old plants will be required, cutting them down and keeping them in a light but cool house. The same treatment applies to Ericas. Poinsettias left over should be kept resting until March or April before they are potted up again. You can usually find a place for them under a moderately dry warm bench.

THE LANCASTER COUNTY FLO- RISTS' ASSOCIATION.

The ninety-second regular meeting of this Association was held in the Chamber of Commerce Rooms Thursday Jan. 15th with a goodly number of the members present with their wives and friends. For visitors we had with us D. J. Keohane of the H. F. Mitchell Co., Dennis Connor of the Lord and Burnham Co., T. J. Nolan of the King Construction Co., and Edw. Reid and his brother from Philadelphia, all of whom made short addresses, Mr. Reid dwelling on the fact that the commission houses are still doing business on the old 15 per cent basis in spite of the fact that all their expenses have gone upward.

The following officers were elected to serve for the year 1920: President W. B. Girvin of Leola; Vice-President, B. F. Barr; Secretary, Albert M. Herr, Treasurer, H. K. Rohrer all of Lancaster

ALBERT M. HERR.

Julius Winkler, proprietor of the Winkler Bros. wholesale flower business, with greenhouses on Catalpo avenue, Hackensack, N. Y., has just disposed of his business and property to Clara Gordon, of New York City

Morse W. Armistead has been incorporated at Portsmouth, Va., with a capital stock of \$10,000. Lovey A. Blick is president and Moses W. Armistead, secretary.

THE BOILER OF Unequalled Fuel Economy

Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 406 W. Erie St.
CHICAGO

When You Buy—Get a Kroeschell

2,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1919.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

Advertising That Is Worth While

It is rather amusing to note the assurance with which some people sit down to write an advertisement for a newspaper. Men who would show the keenest shrewdness when spending a few dollars for flowers will spend twice as much for an advertisement which has been prepared with little study and less knowledge. It isn't necessary to hire an advertising expert in order to get results, but it certainly is wise to study some of the essentials of good advertisement. A bulletin which has just been issued by the South Dakota State College of Agriculture and Mechanic Arts is devoted to the preparation of advertising copy and other details of advertising; although designed primarily for farmers it will be found of considerable value to florists, especially those who are willing to take a few suggestions about obtaining publicity. One effective point brought out is that the first paragraph should contain the main points which are to be emphasized. If the first paragraph does not contain the selling punch you will lose the interest of the reader before he gets to your sales argument.

I have thought sometimes that it would be an effective addition to many advertisements prepared by florists if they would give a little description of some of the different flowers which they sell, together with a few words about the way in which they are grown. The public takes more interest in such information than is generally realized.

Strange as it may seem, the results often are not as good when the simple word flowers is featured as when emphasis is laid on a special kind of flower, like roses, carnations or violets. Emphasizing a particular type of blossom seems to meet with the quickest mental response.

In order to know how many words you may write for the body of your advertisement, it is necessary to know how many words of various sizes of type will fill a square inch, then multiply by the number of square inches in the space not occupied by headings and firm name at bottom. If an illustration is used, allow for that. In any computation, also allow for white space. By that is meant, do not figure total space but allow for margin. Solid reading matter is not attractive.

Most ordinary newspaper body type is set in 8 point, for which figure 23 words a square inch, spaced. Display advertising text matter is frequently set in larger type, with measurements approximately as follows:

- 12 point, spaced, 11 words a sq. in.
- 10 point, spaced, 16 words a sq. in.
- 8 point, spaced, 23 words a sq. in.

I read the other day of a man who had remarkable success in selling dressed turkeys, especially those which had not gone very well in the ordinary course of trade, by tying a blue ribbon around the neck of each bird. This may not seem very analogous to a florist's selling problem, and yet it is a fact that the liberal use of

ribbon does much in creating an effective store window and thus helping to increase sales. The accessories are often as valuable as the flowers themselves.

There is one point in this connection which should not be overlooked. Newspaper advertising and good window trimming ought to go together. When a customer is induced to come to your store by good advertising copy, he should find a window, the appearance of which should invite him to enter the store. It has happened in some cases that a failure to observe this requirement has nullified much newspaper publicity.

Just Out The Nursery Manual By L. H. Bailey

An indispensable book for every nurseryman. Complete directions for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of HORTICULTURE upon receipt of price, \$2.50.



FANCY & DAGGER FERNS \$2.50 Per 1000

All Seasonable Cut Flowers Always on Hand. New Crop Bronze and Green Galaz Leaves.

Henry M. Robinson & Co. WHOLESALE FLORISTS

2 WINTHROP SQ. AND 34 OTIS ST.,
BOSTON, MASS.

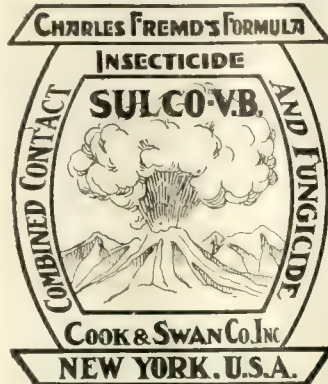
Telephones, Main 2439, 2616, 2617, 2618, 52144

SULCO-V.B.

A SULPHUR-FISH OIL-CARBOLIC COMPOUND

The Master Spray of the 20th Century

FOR THE CONTROL OF



THE SAN JOSE, OYSTER SHELL and other SCALE INSECTS. GREEN, ROSEY and WOOLEY APHIS—Known as Plant Lice. PEAR PSYLLA, CELERY, ONION and ROSE THRIPTS—Known as Plant Fleas. And the FUNGUS SPORES DEVELOPING the BROWN or RIPE ROT of the PEACH, PLUM and other STONE FRUITS. PEACH LEAF CURL. APPLE and PEAR CANKER and SCAB. And many other species of FUNGI SPORES.

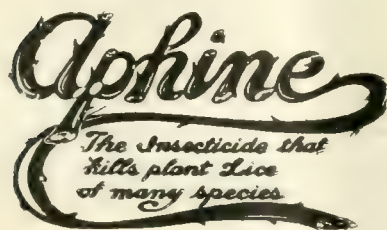
Send for the New Booklet Describing

SULCO-V.B.

A combined contact insecticide and fungicide of known reliability

Simple, Sure and Safe — Right in Principle and Price

From your dealer or direct—go to your dealer first

Address COOK & SWAN CO. Inc.148 Front Street
NEW YORK CITY141 Milk Street
BOSTON, MASS.
Geo. H. Frasier, Mgr.

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

SOLD BY DEALERS

Aphine Manufacturing Co.

MADISON, N. J.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

½ Pint, 30c.; Pint, 50c.; Quart, 90c.;
½ Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.90; 10 Gallon Can, \$20.00.
Direction on package.

LEMON OIL COMPANY

Dept. S. 420 W. Lexington St. Baltimore, Md

CAMBRIDGE

NEW YORK

World's Oldest and Largest
Manufacturers of**FLOWER POTS**

WHY?

A. H. HEWS & CO., INC.

Cambridge, Mass.

When writing to advertisers kindly
mention **HORTICULTURE****WINTER MEETING OF NEW YORK
FEDERATION OF HORTICUL-
TURAL SOCIETIES AND
FLORAL CLUBS.**

The Albany Florists' Club entertained the New York Federation of Horticultural Societies and Floral Clubs in a most hospitable way on Thursday, January 15. The Federation was represented by about twenty-five delegates from affiliated societies.

At six o'clock a Federation meeting was held in the Rathskeller of the Hampton Hotel, with President F. R. Pierson of Tarrytown, N. Y., presiding. The project for a horticultural building at the State Fair in Syracuse was discussed as were also plans for a more rigid campaign against insect pests and fungus diseases on florists' crops.

Following the meeting the guests joined the members of the Albany Florists' Club in one of the large private dining rooms of the Hampton for the annual dinner of the Club.

After the dinner an address on "Some Principles of Plant Breeding" was given by Dr. R. A. Emerson, head of the Department of Plant Breeding at Cornell University.

Following the lecture F. A. Danker, as toastmaster of the evening, introduced President F. R. Pierson, who spoke of the important work the Federation is doing.

short speeches by President Tracy of the Albany Florists' Club; Werner Bultman, Syracuse Florists' Association; Dr. Erl Bates, Syracuse Rose Society; Louis Menard, James Larcarris and L. H. Schaefer of the Albany Florists' Club, and E. A. White of Ithaca.

At the close of the toasts, Thomas Tracy on behalf of the Albany Florists' Club, presented the retiring president, William Newport, with a silver-mounted carving set, and the retiring secretary, Robert Davison, with a silver-mounted ebony set of toilet articles. Messrs. Newport and Davison responded with expressions of appreciation.

E. A. WHITE, Sec.

**Dreer's Peerless
Glazing Points**

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts. The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid.
Samples free.
HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

FULL
SIZE
No. 2**DREER'S**

FLORIST SPECIALTIES

New Brand New Style

'RIVERTON' HOSE

Furnished lengths up to 500 ft. without seam or joint.

The HOSE for the FLORIST

¾-inch, per ft., 23 c.
Roll of 500 ft. " 21 c.
¾-inch, 2000 ft. " 20 c.
¾-inch, " 19 c.
Rolls, 500 ft., " 18 c.

Couplings furnished without charge

HENRY A. DREER
714-716 Chestnut St.
Philadelphia, Pa.





MASTICA
For Greenhouse
Glazing
USE IT NOW
F. O. PIERCE CO.
12 W. BROADWAY
NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty. Last longer than putty. Easy to apply.



USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' Standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House Order, or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
34 Union Stock Yard, Chicago



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Washington, D. C.



A Fitting for each requirement. Get acquainted with our method of Bracing, Shelving, Piping, etc. Each Fitting adds neatness to your house and reduces the labor cost of repair work in general to a very low figure. Let us send you our catalog.
ADVANCE CO.
Richmond, Ind.

CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

ARAUCARIAS

Araucaria Excelsior—Very fine plants; 6 inch, 4 and 5 Jers, \$1.00 and \$5.00 each. Packing charged at cost. W. K. HARRIS, 55th St. and Springfield Ave., W. Philadelphia, Pa.

ASPARAGUS PLUMOSUS

Asparagus plumosus seedling: \$1.00 per 100; \$6.00 per 1,000. ALFRED M. CAMPBELL, Strafford, Pa.

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Scotti and Teddy Jr. (extra fine) 6 in., \$1.00, \$1.25; 8 in., \$2.00; 10 in., \$3.00 each. Packing charged at cost. W. K. HARRIS, 55th St. and Springfield Ave., W. Philadelphia, Pa.

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Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. JOHN P. ROONEY, New Bedford, Mass.

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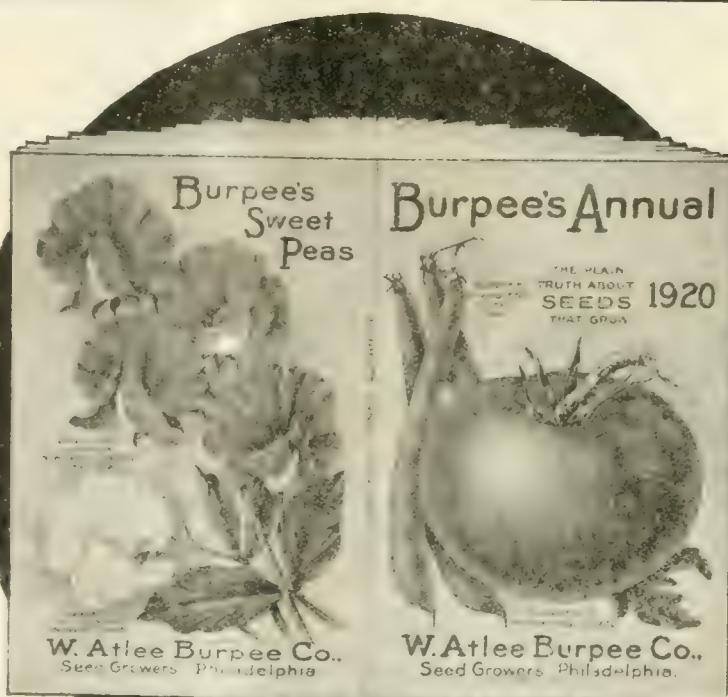
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HORTICULTURE

Vol. XXXI

JANUARY 31, 1920

No. 5

NEW ROSES FOR 1920

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well-tufted sprays of splendid quality, in all lengths, short, medium, long and extra long.

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Strong plants, 2½-inch pots... \$3.00 per dozen, \$20.00 per 100
Strong plants, 3½-inch pots... 7.50 per dozen, 50.00 per 100
Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

NEPHROLEPIS:		Each
Elegantissima, elegantissima compacta, 2½-inch	\$0.25
Elegantissima and elegantissima compacta, 6-inch75
Muscosa, 5-inch75
Elegantissima and elegantissima compacta, 8-inch	2.00
Elegantissima and elegantissima compacta, 10-inch	4.00
Harrisii, 8-inch	3.00
Dwarf, Boston, 8-inch	2.00

If plants are shipped in pots, 10% additional.

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We have on hand for immediate shipment a splendid lot of **Pot Grown Ferns**. All extra good value for the money. Shipped without pots.

	Size	Doz.	100	1000
Bostons	4-in.	\$3.00	\$20.00	\$190.00
"	5-in.	4.50	35.00	325.00
"	8-in.	\$2.50 each		
Scottii	3-in.	1.00	8.00	75.00
"	4-in.	3.00	20.00	190.00
"	5-in.	4.50	35.00	
Teddy, Jr.	5-in.	4.50	35.00	
Cordetta Compacta	5-in.	4.50	35.00	
Crytonum (Holly Ferns)	4-in.	3.00	20.00	
Table Ferns, assorted	3-in.	1.00	6.00	

Alternantheras; Alyssum, double Giant and Dwarf; Begonias, Gracilis and Vernon; Hardy English Ivy; Lantanas, assorted; Heliotrope; Lobelia, Crystal Palace Gem; Moonvines, 2-in. \$2.75 per 100, 3-in. \$3.75 per 100.

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4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

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S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

There has been a steady influx of orders at the Secretary's office for poster stamps and posters for St. Valentine's Day, which augurs well for business on this day. As has been previously pointed out, the cost of this material is very small, and co-operation in a wide use of it must certainly produce direct results.

The February magazines selected for the page advertisement in colors featuring this day are already in circulation, and should exert considerable influence in the direction of sales. In addition to all this, our Promotion Bureau has supplied enough electro-types to florists in all parts of our country to insure that our slogan in connection with pictorial matter bearing suitable reference to the festival will have attention in over two million homes—which means engaging the interest of five times that number of people. To avoid disappointment, florists should order at once. Orders will be filled the same day they are received at the point of distribution.

The Campaign Gives Satisfaction

That the campaign, so far, has given the best of satisfaction is evidenced in the kind comments being received at the Secretary's office from subscribers in all sections. There is much enthusiasm shown in the conduct of the campaign, and the opinion is freely expressed that we should push our work even harder than before. As one subscriber puts it, 'We have got the public going, let us keep them continually in mind of our products.' The number of people who miss an occasion for expressing a sentiment with flowers is less than it used to be, because they can hardly escape the necessary reminder, thanks to our publicity work. It is up to us to see that the reminder is perpetuated.

But we cannot accomplish this without support to our Fund. It does not matter where you are situated, you receive benefit from our publicity work. The idea of deliveries of flowers in distant cities has been greatly encouraged by our magazine advertising. You will have noticed that in all our magazine advertising particular reference has been made to the possibilities in this direction, and business by telegraph is getting to be as common as it was once rare. There is not a town

LILIUM FORMOSUM, 7 to 9 and 9 to 10.
LILIUM MULTIFLORUM, 7 to 9 and 9 to 10.
LILIUM MULTIFLORUM GIGANTEUM, 7 to 9.

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DRACAENA INDIVISA
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or community in the United States where such business is impossible. Few families have not relatives and friends at a distance, and all have birthdays and anniversaries during a year which may be fittingly remembered by floral gifts. Flowers are the same everywhere, so there is a standardization hardly possible in any other line of gifts.

If you have not already subscribed to our fund, let us have your support at once. Our Publicity Committee is now planning its work for the remainder of the year, and with your support pledged their plans will be better prepared and better carried out. You need no longer feel that you might be subscribing for something that at best was a "forlorn hope." The campaign has proved its value, its very many friends admit the tremendous impetus it has given to our business.

Help us to help you—you will not regret it.

JOHN YOUNG, Secy.

Jan. 24, 1920.

NEW ROSES FOR REGISTRATION.

Ithaca, N. Y., Jan. 21, 1920.

The following roses have been accepted by the registration committee of the American Rose Society, and if no objections are received within three weeks of this publication the registration will be complete.

Name: Felicity.

Class: H. T.

Parentage: Ophelia × Roosier Beauty.

Description: Upright, strong branching habit of growth; foliage dark green with large, pink rose with silver suffusion; bud long pointed, strong fragrance; petalage 52 in early season; 64 in September; a very free flowering variety producing 155 blooms out of doors.

Originator: Clarke Brothers, Portland, Oregon.

Name: Mrs. Walter T. Sumner

Class: H. T.

Parentage: Ophelia × Hadley.

Description: An upright grower; dark green foliage with a large semi-single flower, carmine shading to deep rose pink; the bud long pointed, very fragrant with 12 to 18 petals; produced 115 blooms out of doors and while buds open quickly the petals hold well on the fully opened flowers; flower produced bloom in clusters of from 5 to 10, and some of the blooms are 5 inches in diameter.

Originator: Clarke Brothers, Portland, Ore.

E. A. WHITE, Secy.



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HARDY PRIVET

(L. Iboia × Ovalifolium)

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With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

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that is well grown, well dug and well packed

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A large stock of several varieties. PRICES RIGHT. Let us book your order now for shipment at any time.

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New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00. Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

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A. L. Miller

Christmas and Easter Pot Plants
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Wholesale Only

Jamaica, N. Y.

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IMMEDIATE SHIPMENT

FINE STOCK FOR NOW OR GROWING ON

CHATELAINE, 3-inch, \$15.00 per 100; 4-inch, \$20.00 per 100; 4½-inch, \$35.00 per 100; 5-inch, \$50.00 per 100.

MRS. PATTEN (the dark pink sport of Chatelaine), a fine Christmas or Easter variety—3-inch, 20c.; 4-inch, 27½c.; 4½-inch, 50c.; 5-inch, 65c. each.

HARDY LILIES—Ours are here safe, not frozen or started. Auratum, Album, Magnificum, 8/9, 200 per case, 9/11, 125 per case, \$30.00 per case. Now or when you are ready.

GIGANTEUM LILIES—6/8 and 7/9 not frozen, started or injured in any way, these bulbs are of very best grade. Now or when you are ready for them at \$55.00 per case, plus 20c. per month storage charges.

NOTICE—6¾ to 7-inch Giganteum, guaranteed single crown, 350 to the case, and to our mind the very best value offered, \$50.00 per case.

BOSTON AND WHITMAN FERNs. 2¼ in., pot grown, \$7.00 per 100, \$65.00 per 1000.

CYCLAMEN SEEDLINGS, twice transplanted, assorted stock, of a select strain. \$8.00 per 100, \$75.00 per 1000. Salmon alone, \$10.00 per 100.

TABLE FERNs of very best quality and assortment. 2¼ in., \$6.00 per 100, \$55.00 per 1000.

CINERARIA HYBRIDA, half dwarf, 3 in., \$12.00 per 100.

CALENDULA, Orange King. An improved winter-flowering strain. \$5.00 per 100, \$45.00 per 1000.

Double or Single PETUNIAS. Rooted cuttings at \$2.50 per 100, \$20.00 per 1000. Our stock of Double Petunias comprises ten colors, all distinct, also an A-1 variety of Single Mixed, as well as Rosy Morn, separate.

ASPARAGUS PLUMOSUS and SPRENGERI. Seedlings, \$1.25 per 100, \$10.00 per 1000. Fine 2¼ in. pots, \$5.00 per 100, \$45.00 per 1000. Fine 3 in. pots, \$10.00 per 100, \$95.00 per 1000.

BONNAFFON SOIL CUTTINGS. Immediate shipment. If you want to change or improve your strain, get some of these now. You can work up a fine lot of stock and this is from a particularly healthy strain, no midge and no blind plants. **WELL ROOTED STOCKY CUTTINGS**, \$16.00 per 1000.

We have 500 **PELARGONIUMs**, mixed, including four best sorts. Can ship at once. Strong, 2¼ in. pots. Good value at \$14.00 per 100.

AGERATUM Stella Gurney. Rooted cuttings at \$1.50 per 100, \$12.00 per 1000.

PRIMULA OBCONICA. 3 in. at \$10.00 per 100.

YELLOW MARGUERITES. 2 in. at \$5.00 per 100. **BOSTON YELLOW MARGUERITES**, R. C., \$3.50 per 100, \$30.00 per 1000. **MRS. SANDER MARGUERITES**, R. C., \$3.00 per 100, \$25.00 per 1000.

NEW ROSES, FRANK W. DUNLOP and MADAME BUTTERFLY. Own root, \$40.00 per 100, \$350 per 1000; Grafted, \$45.00 per 100, \$400 per 1000, from 2¼ in. pots.

SNAPDRAGON, free from disease, **Silver Pink, Nelrose, White, Yellow, Garnet**. 2¼ in., \$6.00 per 100, \$50.00 per 1000.

CHATELAINE BEGONIA. Rooted Cuttings, \$5.00 per 100, \$40.00 per 1000; 2¼ in., \$7.00 per 100, \$65.00 per 1000; 3 in., \$12.00 per 100.

Ready Now—3,000 **DIANA POMPON CHRYSANTHEMUMs**, Rooted Cuttings, \$3.50 per 100, \$30.00 per 1000.

HYDRANGEA

For Easter Pot Plant Sales—Start Them at Once

OTAKSA. 3 in. pots, \$12.00 per 100; 6 in., \$40.00 per 100. **Best French Varieties**, 2¼ in., \$7.00 per 100; 3 in., \$12.00 per 100; 6 in., \$40.00 per 100.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., **WATERTOWN STA.**
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

LADIES' SOCIETY OF AMERICAN FLORISTS.

Cedar Acres,
Wenham, Mass.

January 14, 1920.

To the Members of the Ladies' Society of American Florists.

The gavel, your President's symbol of power, came to me to-day, reposing on a bed of rose leaves, all bound round with rose pink ribbon and tagged with a little silk Wild Rose. Your gracious retiring president, a loyal florist's wife, and ever mindful of the fitness of things, paid you her tribute and Said It With Roses. The message is so significant, that I am passing it on to each and every member.

The Garden Gate of the New Year has been opened for us, upon a rose strewn path and it must be not only our pleasure, but our duty to keep it rosy.

The president of the Society of American Florists remembered us with courtesy in his message, and it is my great privilege to extend to him, our greetings and our hearty congrat-

ulations on the very efficient manner in which he has undertaken his duties.

I am proud indeed to hold the honored position of your president, and very anxious to prove myself worthy of the trust. My success will but reflect your co-operation, without which no president can be a success. I bespeak for your officers, your Board of Directors, and your committees your loyal support and your absolute confidence.

Throughout the year there is little of purely society matters to engage our attention, and for this reason I would greatly appreciate any items of interest from or about members. News from the clubs which have been formed in several cities, news from the widely separated localities.

Individual effort, if focused on the single idea, to make the Ladies' Society of American Florists a force in florists' activities, must surely produce results. To this end, let every member consider herself a self-appointed committee of one to work for the betterment of the society.

I shall be in New York during the Flower Show in March and shall be

very glad to meet any members who may attend, to give and receive any information helpful to the members and to the society in general.

Very sincerely yours,

KATHRYN BEACH TRACY, Pres.

GARDENING FOR WOMEN

Twelve Weeks' Course (April 6-June 26) in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2-August 28
Write for Circular

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HORTICULTURE

Vol. XXXI

JANUARY 31, 1920

No. 5

THE TALK OF THE TRADE

In the past there has been more or less talk about Carnation Laddie being purely a fancy variety, with no fragrance, and poor keeping qualities. But everyone at the Chicago Convention admitted that the color, stem and size were all that possibly could be asked for. Those of us who thought that Laddie was a poor keeper were certainly mistaken. The blooms that Mr. Goddard showed at Chicago and which took the gold medal were picked from ten to twelve days. They had excellent color, carried their heads on fine stiff stems and kept with the average of the show, in fact, there were quite a number of the commercial varieties which could not hold out with Laddie when it comes to keeping qualities. As to fragrance, while it is not one of the very fragrant varieties, we cannot say that it is entirely lacking in this point.

When we come right down to facts, what would that Carnation Show in Chicago have been without Laddie? Those wonderful vases of Messrs. Strout, Goddard, Campbell, and blooms from the greenhouses recently purchased from Joseph Hill by members of the Amling Company, were the shining lights of the show.

Many from the East who are acquainted with Mr. Winkler's Morning Glow, really expected to see this variety lead out in keeping qualities, but Maine Sunshine received the first award. There cannot have been much difference, nevertheless, for Morning Glow at the end of the show stood up as fine as could be asked for any carnation.

Among the new carnations which showed up well in Chicago and are worthy of notice are Strout's new crimson, Donald, which was awarded the S. A. F. silver medal.

The variety Denver, exhibited by the Washington Park Floral Co., Denver, Col., is an Enchantress colored sport of Mrs. Ward, and took the first prize for 100 light pink. It looks very well in the exhibition hall, has good size, form and stands right up as it should.

An unnamed seedling by the Mt. Greenwood Cemetery Association took

first prize for 100 white. This is a pure, glistening white, of excellent form and stem.

Besides those mentioned, Mr. Strout also had a sport of Matchless which was very striking in color. It was similar to the old Prosperity, but more highly colored.

Besides carnations, there were a number of novelties, including two new lavender freesias, Viola and General Pershing, shown by A. Henderson Co. The new Solanum Holly Berry, was shown by Carl Hagenburger, the cherry king. This is the result of a cross between Cleveland and Melvini, followed up by several years of careful selection. Mr. Hagenburger says that this strain is well fixed and does not revert to the older type. The berries are somewhat smaller than Cleveland, are a deeper red, and the small plants he showed carried a remarkably heavy crop of berries.

There was a new sport of Begonia Chatelaine called Pride of Newcastle, shown by Wm. J. Beck of Newcastle, Pa. This variety has very good color, being a decided scarlet shade, and gives every appearance of carrying the same growth as Chatelaine. J. A. Peterson & Sons showed Peerless, a new begonia seedling which is similar to Mrs. Peterson.

Ball's Giant Calendula attracted the attention of growers on account of their unusual size and very double high-built center. The color was very deep orange, and if this strain can be procured and finished the way these flowers were shown, it is sure to be valuable to the commercial florist.

The Fred H. Lemon Co. has a very fine geranium which they claim is particularly good as a pot plant, but can also be handled with good results outside for bedding-out purposes. This is the variety Alice Lemon. In color it is a light flesh pink, with a brilliant apricot zone. It lights up extremely well and is not altogether unlike the Pelargonium Lucy Becker. Pot plants of this variety are taken up quickly by the retail trade, and as it has such a good habit of growth for pot plant purposes it is easy to finish well and

makes a creditable crop as so many of the troubles prevalent to the pelargonium are eliminated.

Another novelty seen at Mr. Lemon's place is a white double form Malacoides. This new white sort is identical in every way with Malacoides rosea, and we believe it will be sent out to the trade the coming season.

The formation of the National Growers' Association means the addition of another allied society to the S. A. F. Temporary officers were elected in Chicago with F. C. Brown, president, J. Fred Ammann, secretary, and the appointment of Messrs. W. R. Pierson, Kerr and Gullett as a committee on by-laws, to report at the S. A. F. convention in Cleveland next August. There certainly is a place for the National Growers' Association, and there is a possibility that it will do much good work for the trade.

Carnation men back from the Chicago Convention have very pleasant words to say about the way in which Mr. Engelman set up the Strout display. Certainly the English visitor has a deft way in the arrangement of flowers. In general, however, the scheme did not differ greatly from that which was carried out by Samuel Goddard at Horticultural Hall in Boston, a few years ago. Mr. Engelman used about 600 carnations in his work. He was given a silver medal by the Society and Mr. Strout was awarded \$50.00, which will help pay for the flowers used.

Mr. A. A. Pembroke, of Beverly, Mass., was not present at the Convention, and resigned as a director. Mr. Goddard was elected to fill his unexpired term, while Mr. Strout was made a director for five years. Thus it is that when it comes to carnations, New England has to be recognized, for its growers are among the leaders in the field. It has been hoped that the next convention would come to New England, possibly to Hartford, but it is difficult to buck Washington whenever that city sets out to obtain a convention. After Washington has its turn, a New England city will undoubtedly be chosen.

Washington having been selected for the convention, it was natural that a Washington man should be elected

vice-president and doubtless he will be president next year. In D. G. Grillbortzer, an excellent choice was made. He is known as an energetic, live wire and always a booster for the Carnation Society.

Several of the New England delegation stopped at different cities on their way to Chicago. Mr. Goddard, Mr. Buxton of Nashua, and Mr. Pegler

of Lewiston spent some time at the Dorner place in Lafayette and were greatly impressed with what they saw there. From there they went to Indianapolis and looked over the splendid houses on the Baur place. The Ruth Baur showed up in excellent shape, and the New England men who have a good stock on hand feel confident that it will be a winner when the flowers are put on the market next year.

Convention of New England Nurserymen

The Annual Convention of the New England Nurserymen's Association, which was held at the American House, Boston, Tuesday and Wednesday of this week, was largely attended and many interesting points were brought out, despite the fact that several of the expected speakers, including J. Edward Moon, president of the American Association of Nurserymen; Ernest F. Cole, of New Haven, and Paul Stark of Louisiana, Mo., were unable to be present because of illness. President C. R. Burr, of Manchester, Ct., presided at the session and the following officers were elected to serve for the coming year:

President, Charles Adams, Springfield, Mass.

Vice-president, John K. M. L. Farquhar, Boston.

Secretary, Sheldon M. Robinson, Lexington, Mass.

Treasurer, V. A. Vanicek, Newport, R. I.

Executive Committee—C. R. Burr, A. P. Horne, Manchester, N. H., and C. E. Dow, of Bar Harbor, Me.

The Association went on record as opposed to Quarantine 37, as it now stands. This Association also voted in favor of daylight saving, although the vote was by no means unanimous.

The new president, Mr. Adams, said a few words in accepting the honor. Mr. Farquhar emphasized the necessity of having the work of the Association continue through the year instead of being confined to the annual convention. He also said that in his opinion the nurserymen should not attempt to gouge the public by charging abnormal prices for stock. He thought that they should receive reasonable prices, but that it was of more importance that they should keep the public in a buying attitude, for it was on this ground that the success of the future depended.

One of the most interesting papers on the opening day was that of Harlan P. Kelsey on the Standardization of Prices. In part Mr. Kelsey said:

My own practice has been to fix a standard price which is the published price, with 25 per cent discount to the trade and 10 per cent discount to landscape architects and public institutions. A fair question arises if this allows a sufficient margin to the trade, particularly where packing charges are added, while with retail sales packing is free. Most nurserymen maintain



PRESIDENT CHARLES ADAMS that the trade discount should range from 33 1-3 to 50 per cent on what we are here calling the "standard price" or price granted to the ordinary retail buyer; while only a few days ago I received a letter from a nurseryman stating that he expected a 100 per cent margin. That is, he expected to sell either wholesale or retail at 100 per cent advance on the cost of the stock to him.

Now, should the "standard price" be a wholesale price on which percentages should be added to arrive at fair landscape architects and retail prices,—assuming that the landscape architect should get a better than the retail customer's price,—or should the retail price be the standard price, and

any other price arrived at by discounts? My own belief is that the latter is the best method as it will tend to make the average standard price higher. Also, if in fact the wholesale discount runs from 33 1-3 to 50 per cent below such standard price it tends to keep from the general public eye the trade prices, as they would not appear in published form. On the other hand, fixing the "trade" price as the standard price, enables the nurseryman or dealer who purchases to soar to any retail heights that his retail customer may be persuaded to pay, and to many this will make a distinct appeal. In any event those who are legitimately in the trade should agree as to which is really the most proper method of arriving at the standard price.

A way out would be found of selling at reduced prices to those in the trade, to institutions or to the retail buyer under restricted conditions that would save a bulk of loss, and further I believe it would stimulate the use of nursery stock in general and at fair prices. The bargain sales of the dry-goods merchant do not seem to affect in the least his standard prices after the special sales are over.

That the present standard prices of nursery stock, however arrived at, are too low, no one will deny.

The well-known florist Mr. William H. Elliott in a recent paper on the cost of rose growing at the present time, states that the increase in prices should be at least 300 per cent over pre-war prices.

May we not agree that the first thing to do is to find out just what our plants are really costing us and do it by more scientifically accurate and conclusive methods. We believe that nurserymen as a class of tradesmen have not pulled together as well as people in other trades and businesses. I believe the question of fixing a correct standard price is not so serious or difficult as is the question of having all members in the trade stick to a standard price for a standard article at a standard time. Surplus can be handled by special methods and arrangements.

A certain well-known western nurseryman in visiting me last summer told me my prices should be increased 50 to 100 per cent and gave good-sounding reasons. With alacrity and rejoicing I immediately jumped my current catalog prices to meet his views, thinking that at last both of us would now actually make a little profit the coming season, only to find after my catalog went out that on most of

the standard articles, particularly in evergreens in sizes running from 12 inches up, this same firm was underselling me from 50 to 100 per cent! Beautiful co-operation, was it not, of the one-sided variety in which the nurserymen of America is such a past-master! The lesson is only too obvious and discouraging, yet is it really necessary for us still to feed upon such wormwood and gall (and the Devil take the hindmost) when we might truly **get together**, and working out our problems with mutual intelligence and honesty of purpose, contrive to make enough to vary the individualistic wormwood diet occasionally with, let us say, lolly-pop or a stick of chewing-gum."

Mr. Paul V. Fortmiller, of Jackson & Perkins Co., Newark, N. J., spoke on the fruit tree situation. He said that there was a distinct famine in fruit trees at the present time and that the crop is short, while the demand is very strong. He said this was due partly because of the fact that many small growers have gone out of business in the past few years, and partly because seedlings are very short, both in this country and across the water. He said that there would be more French seedlings next year, but that the price would remain high, for it seemed to be a theory of the French growers that as long as the Americans had ruled out many plants they should be made to pay high for what they did get. He believed that it would be three or four years before fruit trees would be plentiful enough in this country so that the prices could be reduced materially, and he could not see how nurserymen could charge less than thirty or forty cents a tree at present, as the seedlings cost them fourteen or fifteen cents before any work was done upon them at all.

The final meeting was public and the principal feature was an illustrated lecture on "What's New in the Garden," by E. I. Farrington, editor of HORTICULTURE. Many lantern slides were used to illustrate the newer plants, both shrubs and perennials, which had been brought into general cultivation in the last few years.

The nurserymen had considerable discussion of a slogan which they propose to adopt and to give wide publicity. This slogan is to read, "Make ours a land of fruit and flowers." A sample design was submitted, but it probably will be improved somewhat before being finally adopted.

Six new houses are to be put up by the J. C. Rennison Co., of Sioux City, Iowa.

WE NOW INTRODUCE

Gladiolus "White America"

A seedling of "America," having same habit of growth, form of flower and substance. Color—buds flesh-white opening clear white, with a slight mark of blue in throat.

THE MOST IMPORTANT NEW VARIETY SINCE "AMERICA."

Bulbs—\$2.00 per doz.; \$15.00 per 100; \$125.00 per 1000.

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Plant Specialists

POINSETTIA, single and made up pans. Quality unsurpassed

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Come and Inspect Our Stock. Never in Better Condition

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FANCY & DAGGER FERNS

\$3.00 Per 1000

All Seasonable Cut Flowers Always on Hand. New Crop Bronze and Green Galaz Leaves.

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HORTICULTURE

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To comply with a new Post Office requirement, when writing to HORTICULTURE, please use the following form:

HORTICULTURE, 78 Devonshire Street, Boston 9, Mass.

The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

Plant prices

It is apparent from the catalogues that shrubs, perennials and other stock will cost considerable more this year. In many instances the advance averages about one-third. There seems to be a fair amount of the larger nursery stock, at least in the more common lines. Little difficulty will be encountered in providing customers with the shrubs they demand. Perennial plants, on the other hand, are distinctly short, owing to labor difficulties which have interfered with propagation. Increased costs all along the line, together with short supply, are sufficient in themselves to bring about an upward movement. Moreover prices before the war were lower in many instances than they should have been. Nursery employees will insist upon better wages in the future, and just now it is difficult to get help at anything like even a reasonable wage. Some nurserymen have seen a large proportion of their employees flock to the factories or to industrial centers where abnormal rates of pay are to be obtained. Doubtless there will be a readjustment after a time, but in the meanwhile the trade must suffer more or less. It would be impossible, or at least a short-sighted policy, to raise prices too sharply. It is most important that the public be kept in a friendly state of mind which will bring about liberal buying. It takes a long process of education to get the public to a point where it will buy steadily and regularly each season for the purpose of adding to the beauty of the home grounds.

Cooperative Advertising

It looks as though England might teach this country something in the way of cooperative advertising. The horticultural trade of that country are now discussing a proposal which goes far ahead of the National advertising campaign being carried on by the florists of America.

It calls for a united effort on the part of seedsmen, nurserymen, growers and florists to promote the cultivation of flowers and the making of gardens. All this is bound to result in a greater demand, not only for seeds and nursery stock, but also for cut flowers and potted plants.

In a recent issue of the Horticultural Trade Journal, Robinson Bros. set forth the whole situation as follows:

"A measure is needed to maintain and promote public interest in gardening lest it fall to the position it occupied in the life of the masses before the war and the nation's need.

"Means are required to make every family man realize what a garden means to his family in happiness and health and to the general improvement in home life.

"A gardening atmosphere needs creating which will influence the everyday life of the average man—make him feel that a garden's the thing and a garden he must have.

"Improve the status of gardening and the Horticultural Trades in the public's mind and elevate both to a position of importance in the life of the nation.

"Current general labor conditions are highly favorable to the project in as much as the working day is much shorter, wages higher, and the desire for a more comfortable standard of living pronounced.

"In the elevation of the trade as a whole there is profit for all individual traders.

"Advertising alone can accomplish universal interest in gardening with its result and profit to individual Traders. The type of advertising required is not the "Buy So & So's Seed" variety, but an appealing advocacy for gardening as a brightener of home life and a contributor to the health and happiness of the artisan-cum-gardener and his family.

"A clear understanding of the public to be appealed to, the right type of appeal, and enough money to appeal big enough and often enough, are essentials. But, given these necessary factors and the individual personal support of all the trade, the enterprise should have a permanently profitable effect upon the business of every individual horticultural trader throughout the country.

"The cost of developing an effective scheme will be between £5,000 and £10,000, an amount which should not be difficult to raise from among the various horticultural commercial interests of the country, which include seed growers, seed wholesalers, and seed retailers, and the manufacturers and distributors of horticultural tools, the manufacturers and distributors of horticultural sundries such as fertilizers, etc., and the proprietors of the amateur gardening press."

Evidences abound on every hand to show that the "Say It With Flowers" campaign is proving effective. An interesting instance

is reported from a Massachusetts town. In an account of a Common Council meeting a reporter wrote:

"They certainly said it with flowers, so many bouquets were thrown." This shows that the slogan of the S. A. F. is coming into every day use, and no doubt similar examples will be rapidly multiplied in the near future.

Already the national phrase is getting into the public prints frequently, but not always in the joke column. Strickland Gillilan is responsible for the following in the Retail Public Ledger of Philadelphia:

"Ouch!" yelled the punk comedian, as he dodged a fusillade of spoiled vegetables, "Why don't you say it with flowers?"

Just then a harder and larger missile came over the footlights, and an ice cream ad. reader yelled out, "Take home a brick."

George Watson's
Corner

"You in your small corner and me
in mine."

We had a pleasant call from John Bodger the noted California seed grower on the 24th inst. He is to start from New York City in about a week on a trip to Europe to see how the seed business is across the water. While in London he will take Howard M. Earl's advice and put up at the Norfolk Hotel, Surrey street, Strand. Howard says this is the seedsmen's headquarters in London—with large caps on the "THE." The manager of the house, Mr. Baker, knows the personality of the seed trade well and makes his visitors feel at home, feeds them well, doesn't overcharge them, and one doesn't have to wear a swallow tail all the time. He can also let you have something to wet your thrapple with, which is more than the Dooner boys in Philadelphia can do now-a-days, even if their time honored hotel does still remain the seedsmen's headquarters for Philadelphia, as does the Sherman House in Chicago or the Quincy House in Boston. So if any of my horticultural friends go to London remember that the Norfolk is the stamping ground of Hugh Dickson of Belfast, Howard Earl of Philadelphia, and John Bodger of California, and is the seedsmen's headquarters within hearing of Bow Bells. And ask for Mr. Baker. He's a braw laddie from all accounts.

In regard to the seed trade on the other side at present I quote from a letter just received from one of our Yankee boys who is over there just now looking things up. He writes from Edinburgh under date of January 5th: "In spite of the rate of exchange I am doing some business and have found the trade quite optimistic. Have had an excellent time in Edinburgh, but heaven help the man who lands here on the Sabbath day and knows no one. It is worse than dear old Philadelphia. God bless her! I should say that time is ripe again for a boom in agricultural seeds but I understand many sorts of grasses are still in short supply. Your friend, David Bell, of Leith, was in a conference when I called there so I only saw his seed buyer."

In regard to the rate of exchange we hear that some of the Canadian seedsmen have been cancelling orders

placed on this side, six, nine, twelve months ago on that account—or as they put it—because the American dollar has gone up. But no doubt arrangements satisfactory to both sides can be arranged if a little give and take is manifested for old times sake and looking to future business.

Mr. and Mrs. John Westcott celebrated their golden wedding anniversary on the 21st inst. A vase of fifty roses decorated the dinner table—among other mementos. They were the "extra specials" for which the Pennock Flower market at 16th and Ludlow is famous; and, while the card was marked "from your Ludlow street friends," the kindly, thoughtful spirit of Samuel S. Pennock and Edwin J. Fancourt was back of it all. Mrs. Westcott was especially delighted. The boys don't often get a chance to wave the flag for her—like they do for the Commodore. Of course old associates like A. B. Cartledge and many others, remember the golden occasion, and the officers of the F. T. D. sent a telegram in their own names—William F. Gude, Washington; Philip Breitmeyer and Albert Pochelon, Detroit; William L. Rock, Kansas City, and William Smyth, Chicago—which meant, of course, not only their own personal congratulations but that of the whole florist trade of the country, as Mr. and Mrs. Westcott are well known far beyond local confines and highly thought of by all who know them.

James M. Thoires has purchased a property at Oaklyn on the White Horse Pike, a few miles south of Camden and will shortly move his family and make his residence there, from his present location at 524 Market street, Camden, N. J. Mr. Thoires is still in active business as a retailer in Camden, and intends to remain at it for a long time yet although he has worked hard on the same spot for the past thirty-two years, made a competence and is well able to retire.

Andrew F. O'Connell

Andrew F. O'Connell, a well known nurseryman and contractor in Philadelphia died at his home, 4103 Girard Avenue, on the 21st inst. He did most of the city street tree planting through the Ashbridge, Reyburn and other administrations, and his work was creditable to him and above the average during the political regime that has now become a thing of the past. His place of business was known as the Overbrook Nurseries on city line near the suburb of Overbrook. Interment was at St. Agnes Cemetery, West Chester, Pa., on the 26th inst.

BULBS AND ROOTS

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Per 1000

Single mixed 1¼-2½ in. diam. **\$124**
Single mixed ¾-1 in. diam. **90**
Single in following separate colors:
Scarlet, Pink, Salmon, Orange, Crimson, ¾-1 in. diam. **\$95**

VALLEY PIPS

Per 1000

Berlin forcing type **\$27.50**
2500 per case, case lots only.

LILIUM GIGANTEUM

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Size	Per Case	Per Case
7-9	300	\$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50
11-12	130	47.50

F. O. B. Denver

6-8	400	\$42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	\$49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	\$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50

TERMS: 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

Write for prices on HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.

Established 1902. "RELIABILITY" is our motto. We occupy our own building, a city block through, and give prompt, efficient, courteous service.

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124 TREMONT ST.
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H. F. A. LANGE
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Delivers to all Points in New
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Member Florists' Telegraph Delivery
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WARBURTON

FALL RIVER, MASS.

Deliveries of Flowers and Plants
in FALL RIVER and contiguous
territory.

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Prompt, Efficient Service Guaranteed.

A Card This Size

Costs only 90c. per Week
on Yearly Order

It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order

Flowers by Telegraph

Leading Retail Florists Listed by
Towns for Ready Reference. Orders
transferred by telegram or otherwise
to any of the firms whose address is
here given will be promptly and prop-
erly filled and delivered.

Beverly, Mass.—Beverly Flower Shop.

Boston—Penn the Florist, 124 Tremont St.

Boston—Zinn the Florist, Park St.

Brockton, Mass.—Belmont Flower Shop.

Boston, Mass.—The Beacon Florist,
Beacon St.

Buffalo, N. Y.—S. A. Anderson, 440 Main
St.

Cambridge, Mass.—Harold A. Ryan.

Cleveland, O.—J. M. Gasser Co., Euclid
Ave.

Cleveland, O.—Adam Graham & Sons,
5523 Euclid Ave.

Cleveland, O.—Knoble Bros., 1834 W. 25th
St.

Cleveland, O.—The Smith & Fetters Co.,
735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643
Broadway.

Detroit, Mich.—J. Brettmeyer's Sons,
corner Broadway and Gratiot Ave.

Fall River, Mass.—Warburton, 495 New
Boston Rd. and 36 N. Main St.

Kansas City, Mo.—Samuel Murray, 1017
Grand Ave.

Lawrence, Mass.—A. H. Wagland.

Malden, Mass.—J. Walsh & Son.

New York—David Clarke's Sons, 2139-
2141 Broadway.

New York—Dards, N. E. corner 44th St.
and Madison Ave.

New York—G. E. M. Stumpp, 761 Fifth
Ave.

New York—Kottmiller, 426 Madison Ave.
and 49th St., also Vanderbilt Hotel.

New York—Max Schling, 785 5th Ave.

Omaha, Neb.—Hess & Sweboda, 1415
Farnum St.

Philadelphia—F. M. Ross, 136 So. 52nd
St., 13 So. 60th St., 212 E. Girard Ave.

Philadelphia—Chas. H. Grakelow, Broad
St. at Cumberland.

Providence, R. I.—Johnston Bros., 33
Dorrance St.

St. Louis, Mo.—Fred C. Weber, 4326-28
Olive St.

Tarrytown-on-Hudson, N. Y.—F. R. Pier-
son Co.

Taunton, Mass.—Hall the Florist.

Toronto, Can.—J. H. Dunlop, 8-10 West
Adelaide St.

Washington, D. C.—Gude Bros., 1214 F
St.

Washington, D. C.—George H. Cooke,
Connecticut Ave. and L St.

Worcester, Mass.—H. F. A. Lange.

Worcester, Mass.—Randall's Flower Shop,
22 Pearl St.

CAMBRIDGE, MASS.

381 MT. AUBURN STREET

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F. T. D.

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Belmont Flower Shop

Member
F. T. D.

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NORTH ANDOVER, SALEM, N. H.
and Contiguous Territory
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FLOWERS The Best at
The Lowest



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The Largest Popular Priced House in
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Send orders to

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Other Stores

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Member Florists' Telegraph Delivery

Orders from all except members of
the F. T. D. must be accompanied by
remittance.

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Transfer Your Orders to

SAMUEL MURRAY

1017 Grand Avenue

Member Florists' Telegraph Delivery

IN THE

National Capitol

At your service to deliver Flowers or Designs on Order by Telegraph or otherwise. Prompt Reliable Service.

GEORGE H. COOKE

Connecticut Ave. and L St.
WASHINGTON, D. C.

Ma Schling
Flowers

Schling Service
Nothing Better

785 Fifth Avenue, New York City

"Says It With Flowers"

DARDS FLOWER SERVICE
has spent GUARANTEED SATISFACTION for nearly FIFTY YEARS.
Regular European sailings now established. Let us fill your orders for Steamer Flower Baskets, Corsages and Artistic Boxes of Out Flowers.

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ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.

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THE KNOBLE BROTHERS CO.
Flowers and Nursery Products
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We are well equipped to handle your orders.

1806 W. 26th Street CLEVELAND, O.

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CLEVELAND, OHIO
Flowers of Every Kind in Season

PHILADELPHIA
CHAS. H. GRAKELOW F. T. D.
Everything in Flowers
Broad Street at Cumberland

The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Member Florists' Telegraph Delivery
DENVER, COLORADO

JOHN BREITMEYER'S
SONS
Cor. Broadway and Gratiot Aves.
DETROIT, MICH.
Artistic Designs - . . .
High Grade Cut Blooms
We cover all Michigan points and good sections of Ohio, Indiana and Canada. Members Florists' Telegraph Delivery Association.

GENERAL NEWS NOTES

Chicago florists have adopted the plan of co-operative advertising which has been in operation in Milwaukee for some time. At a recent meeting Joseph Pollworth said that if a grower averaged a return of five cents on carnations at wholesale, and this average were increased to six cents in cutting from ten thousand plants, his income would be increased \$1,500 under the Milwaukee plan, at a cost to the grower of only \$45.

Lack of help continues acute in many sections of the country. Some florists are obliged to curtail operations on this account.

The Edgeplain Floral Co. has been formed by Elwood Heacock, son of the late Joseph Heacock, and the company capitalized with a stock of \$100,000. A 75-acre farm has been purchased at St. Leonards, about 20 miles from Philadelphia, and a contract has been placed with the Lord & Burnham Co. for a new greenhouse 70x600 feet for roses.

Charles A. Dards, a well known New York florist, is now on a four months' cruise to South America.

The Monmouth County, N. J., Florists' Association has elected these officers: President, John Kennedy, Redbank; vice-president, Fred Hanson, Asbury Park; secretary, Walter Lindhardt, Long Branch; financial secretary, George Sodemann, Long Branch; corresponding secretary, Chas. W. Schneider, Little Silver; treasurer, George H. Gregory, Spring Lake.

CLEVELAND
A. GRAHAM & SON
5523 Euclid Ave.
Will take good care of your orders
Members of F. T. D. Association.

DAVID CLARKE'S SONS
Deliver orders from any part of the country to
New York City
Write or Telegraph
2139-2141 Broadway, - New York
Telephone 1552-1562 Columbus

KOTTMILLER, Florist
426 Madison Ave. and 49th St., New York. Also Vanderbilt Hotel
Telephone, Murray Hill 783
Out-of-town Orders Solicited. Location Central. Personal Attention.
Member F. T. D. Asso.

G. E. M. STUMPP
761 Fifth Ave.
NEW YORK CITY
Member Florists' Telegraph Delivery Asso.

When Writing to
Advertisers Please
Mention
HORTICULTURE

THE J. M. GASSER COMPANY,
CLEVELAND
Euclid Avenue

The Far-Famed Flowers of
TORONTO
Delivered on mail or telegraph order for any occasion, in any part of the Dominion.
JOHN H. DUNLOP
8-10 West Adelaide St. - TORONTO, ONT.
When writing to advertisers kindly mention **HORTICULTURE**

MICHELL'S FLOWER SEEDS

ASPARAGUS Plumosus Nanus (Northern Greenhouse Grown.)

1000 seeds....\$3.50 10,000 seeds.\$30.00
5000 seeds....16.25 25,000 seeds. 68.75

ASPARAGUS Sprengeri

1000 seeds....\$0.75 10,000 seeds..\$5.50
5000 seeds.... 3.00 25,000 seeds.12.50

CENTAUREA

Candidissima, per 1000 seeds, 40c. \$2.00
Gymnocarpa, per 1000 seeds, 15c. .50

LOBELIA

	Tr.	Pkt.	Oz.
Crystal Palace Compacta...	\$0.30		\$2.00
Barnard's Perpetual (Trail- ing)		.25	1.75
Crystal Palace Speciosa....		.20	.75
Sapphire (Trailing).....		.40	

PETUNIA

	1/2 Tr.	Pkt.	Tr.
Grandiflora fringed.....	\$0.30		\$0.50
Ruffled Giants.....		.30	.50
California Giants.....		.30	.50
Monstrosus (Michell's)....		.60	1.00

SALVIA

	Tr.	Pkt.	Oz.
America or Globe of Fire...	\$0.50		\$4.00
Bonfire40	2.50
Zurich50	4.00

VERBENAS

Mammoth Fancy Blue	\$0.30	\$1.25
" " Pink30	1.25
" " Scarlet30	1.25
" " Striped30	1.25
" " White30	1.25
" " Mixed30	1.00

VINCA

Alba15	.75
Alba Pura15	.75
Rosea15	.75
Mixed15	.80

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Our Wholesale Price List if you do not receive a copy.

HENRY F. MICHELL CO.
518 Market St., Philadelphia

W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS
Horticultural Sundries
166 W. 23rd St., NEW YORK

Bolgiano's "Big Crop" Seeds
"TESTED AND TRUSTED" OVER A
CENTURY
Special Price List to Florists and Market
Gardeners. Write for a copy at once—it
will save you money.

J. BOLGIANO & SON
BALTIMORE, MARYLAND

STUMPP & WALTER CO.
Seeds and Bulbs
30-32 Barclay Street
NEW YORK CITY

SEEDS, BULBS, PLANTS
JOSEPH BRECK & SONS, CORP.
47-54 North Market Street
BOSTON, MASS.

Get Ahead Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds	Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye)....\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White
Farquhar's Ruby Queen	1.75	2.00
Farquhar's Giant Red	1.75	

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed,

1/16 oz., \$1.25; 1/4 oz., \$2.00

LOBELIA. Farquhar's Dark Blue, Dwarf.....1/8 oz., \$0.85; 1/4 oz., \$1.50

PETUNIA. Farquhar's Ruffled Giants Mixed.....1/16 oz., \$4.00

SALVIA SPLENDENS BONFIRE
 1/4 oz., \$1.00; oz., \$3.75 |

SALVIA SPLENDENS COMPACTA
 1/4 oz., \$1.00; oz., \$3.50 |

SALVIA SPLENDENS
 1/4 oz., \$0.75; oz., \$2.25 |

SALVIA ZURICH
 1/4 oz., \$1.50 |

VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White,

1/8 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00

VERBENA. Farquhar's Mammoth Hybrids Mixed,

1/8 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00

VINCA. Bright Rose, White with rose eye, Pure White.....1/4 oz., \$0.50; oz., \$1.75

R. & J. FARQUHAR COMPANY
BOSTON, MASS.

BOBBINK & ATKINS NURSERYMEN, FLORISTS, PLANTERS RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's
Fund for Market Development, also "Say
It With Flowers" Publicity Campaign.

GARDEN SEED

BEEF, CARROT, PARSNIP, RADISH and
GARDEN PEA SEED in variety; also other
items of the short crop of this past season
as well as a full line of Garden Seeds, will
be quoted you upon application to

S. D. WOODRUFF & SONS
82 Dey St., NEW YORK and ORANGE CONN.

CARNATION CUTTINGS READY IMMEDIATELY

	100	1000
Ruth Baur	\$12.00	\$100.00
Ethel Fisher	14.00	115.00
Morning Glow	7.00	65.00
Laddie	10.00	90.00
Pink Delight	7.00	60.00
White Benora	7.00	65.00
Enchantress Supreme, Rose-Pink En- chantress, Mrs. C. W. Ward, Merry Christmas, Rosalia, Aviator, Beacon, Crystal White, White Enchantress, White Wonder, Belle Washburn, \$6.00 per 100, \$50.00 per 1000.		
Matchless, Pink Enchantress, Alice, White Perfection, \$5.00 per 100, \$40.00 per 1000.		

C. U. LIGGIT

303 Bulletin Bldg. Philadelphia, Pa.

When writing to advertisers kindly
mention HORTICULTURE

Cabbage and Cauliflower Seeds

Northern Danish Grown Seed from
Improved Selected Strains
Imported Direct from the Growers

	Per lb.
Copenhagen Market.....	\$4.00
Enkhuizen Glory	3.50
Danish Ballhead Short Stem.....	3.00
Danish Ballhead Tall Stem.....	3.00
Danish Roundhead	3.00
Danish Mammoth Rock Red.....	4.00

CAULIFLOWER SEEDS

	Per oz.
Extra Early Dwarf Erfurt.....	\$2.50
New Earliest Snowball.....	2.50
Giant Dry Weather.....	2.50
Danish Perfection	3.00

YOU CAN DEPEND ON THIS SEED
Standard Seed Company
RACINE, WIS.

NORTH SHORE HORTICULTURAL
SOCIETY.

Manchester, Mass.

Jan. 20, 1920.

After a lapse of five years it has been
decided to resume the annual banquet
of the society. This event will take
place on Wednesday evening, Feb. 4,
at 6.30 p. m., and will be held in Horti-
cultural Hall.

The banquet will be furnished by A.
Schleiber of Lynn, and will be fol-
lowed by an entertainment and dance.
Tickets will be \$2.00 each; the society
will be glad to welcome all visitors.
A train leaves Manchester for Boston
at 10.23 p. m.

NOTICE TO ORCHID GROWERS:

Summit, N. J., Jan. 20, 1920.

In regard to quarantine No. 37 restricting the importation of orchids:

Your chairman has been in communication with the Federal Horticultural Board for some time with a view of obtaining a hearing before the Board and to have the embargo on orchids lifted.

A communication from the Federal Horticultural Board has just been received and reads as follows:

"In response to requests for a conference on the subject of the restrictions on the importation of orchids, the Board has made arrangements for such a conference on February 10, 1920, at 10 o'clock, in the office of the chairman of the Board, United States Department of Agriculture, Washington, D. C. Your attention at this conference will be appreciated."

Signed, C. L. MARLATT,

Chairman of the Board.

The above speaks for itself and needs no comment.

While your chairman holds a great many credentials from the foremost orchid growers in this country authorizing him and the committee to act for them it is but fair that as many as possible should attend the conference personally. No other notice will be sent out, hence it behooves you to remember the date of the conference, Feb. 10, 1920; place—office of the chairman of the Federal Horticultural Board, Department of Agriculture, Washington, D. C.

JOHN E. LAGER,

Chairman, Orchid Committee.

MR. MEADER HAS A NEW REFRIGERATOR.

It helps a lot when a florist can keep on such good terms with his local newspaper as to get a pleasant free reading notice on occasions. Evidently Pres. Meader of the American Gladiolus Society stands well to the reporters of his town, for a recent number of the Dover, N. H., Tribune contains the following:

"Herbert E. Meader, proprietor of popular Third street flower shop, has received a handsome McCray florists' refrigerator, one of the most modern fixtures of the up-to-date flower store. It has seven departments in which flowers and plants may be kept at an even temperature the year round, and is ornamental as it is useful. A handsome variety of modern pottery ware for plants is also now displayed at the Third street flower store."

LILY BULBS FROM STORAGE

GIGANTEUM, RUBRUM, ALBUM, AURATUM
MELPOMENE, LILY OF THE VALLEY

Careful storage, prompt express shipment on dates as arranged

Gladiolus Bulbs

For Early Forcing of Finest Size and Blooming Quality

VANGHAN'S SEED STORE

43 Barclay St., NEW YORK CITY 33 W. Randolph St., CHICAGO, ILL.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6267
5948

WELCH BROS. CO.

262 DEVONSHIRE STREET
BOSTON, MASS.

BEGONIAS

CHATELAINE BEGONIAS: 2 1/4 inch pots, \$7.00 per 100, \$65.00 per 1000. Mrs. Patten Begonia, \$10.00 per 100.

COLEUS, rooted cuttings Golden Bedder, Velschaffeltii, Firebrand and best bedding kinds: \$1.50 per 100, \$12.00 per 1000.

EDWARD F. NORBERG,

Magoun Street
NORTH CAMBRIDGE, MASS.

Carnation Morning Glow Has Been Sold in the Boston Market for 4 Years

It is there considered a bread and butter Carnation. **The Grower likes it**, because it is free and has no tricks. **The Seller likes it**, because it ships and keeps splendid—and what is best of all—

THE LADIES ADMIRE, AND ALWAYS BUY IT

for its fresh, rosy color, just like morning glow. **Morning Glow** is early, free, has a good habit, fine stem and for blooming during the Summer, cannot be beat. While not one of the largest Carnations, it is considered

THE MOST PROFITABLE OF ALL

Cuttings sold by the originator, \$7 per 100, \$65 per 1000

EDWARD WINKLER, Wakefield, Mass.

DESTROYED BY HAIL

Last Summer a florist who had imagined he was outside of the hail section lost upwards of 50,000 square feet of glass by hail with no insurance to recompense him.

He is now a member of the Florists' Hall Association of America.

Profit by experience and join the Association now. Address

JOHN G. ESLER, Secretary
Saddle River New Jersey

INSTRUCTION IN GARDENING

Practical instruction is offered in vegetable, flower and fruit gardening, greenhouse and nursery practice, together with lectures, laboratory, field and shop work in garden botany, zoology, pathology, landscape design, soils, plant chemistry and related subjects.

The curriculum is planned for the education of any persons who would become trained gardeners or fitted to be superintendents of estates or parks. Students may be admitted at any time. Circulars and other information will be mailed on application.

The New York Botanical Garden
Bronx Park NEW YORK CITY

When writing to Advertisers kindly mention Horticulture

Little Talks on Advertising

It would be surprising to the average man, in the florist trade or out of it, to learn what a large amount of space is used in the local papers by retail flower stores. Hundreds of florists are trying out the results of an advertising campaign of some sort. All too often, however, the results are not commensurate with the money expended, just because the copy is not so worded as to draw trade. It is said that almost everybody thinks that he could edit a newspaper or if necessary sit down and write a book. It must be the same with advertising. The average merchant apparently considers it the simplest matter in the world to cook up an advertisement which will compel buyers to flock to his store. If they don't come, he usually blames the paper and not the advertising copy.

Of course it is useless to dogmatize on the matter of advertising. Many different factors enter in the question, and what may prove a strong drawing card in one place may give only indifferent results in another. Still, there are some fundamentals that no advertiser can safely overlook. For one thing he must be definite and to the point. An advertisement which may be ever so attractive to the eye and perhaps a literary gem in its phraseology may yet exert almost no pulling power. Even an advertisement of this kind cannot be set down as worthless or as wasted, for in the long run anything which keeps a dealer's name before the public helps his business. Many national advertisers have that one purpose in mind.

But the retail florist wants immediate results, as a rule, and must construct his advertisements accordingly. I have a whole fistful of retail advertisements from different New England papers. Let us look at some of them. Here is the copy used by A. Gabicke of Burlington, Vt. He takes double column space to say in large type:

Fresh Cut Flowers and Plants for all Occasions.

No doubt Burlington people will bear Mr. Gebicke in mind when they want flowers or plants for a special occasion, but there is nothing about the ad. to make them want flowers now. Quite different is the copy used by The Myers Flower Shop of 936 Chapel street, New Haven, Conn. Mr. Myers makes a definite suggestion in his advertisement. In three or four inches of single column space he says:

If you know
some person

who is sick,
send them
flowers.
It will cheer
them up.

Here is a specific reason for buying flowers this very day. Doubtless many people never have thought of expressing their sympathy in this way. It is unfortunate, though, that Mr. Myers is not more grammatical, for this fault in the copy might prejudice educated



*Parker's
Flower Girl*

floral
congratulations
are
best

Congratulate your friends
with flowers. Let us arrange an artistic bouquet for you. We understand the traits and whims of flowers. That is why the growing plants of the fresh cut flowers selected here serve so beautifully and satisfactorily.

Flowers Telegraphed
Everywhere

Parker

395 MAIN ST. ODD FELLOWS BLDG.
PHONE 745 AT NIGHT CALL
GREENHOUSES-STONEHAM 28 M.
W. D. DIKE Manager

Stoneham 3161

The Best Retail Ad. We Have Seen This
Week

people against the store. This ad. might read, "If you have friends who are sick," etc., to keep the plural form throughout the sentence.

I think that C. Quadland & Sons of North Adams, Mass., make a mistake when they start off their ad. with the adapted phrase, "Eventually you will be our regular flower customer. Why not start now?" There is something about the assurance of this statement which will offend many people. It will seem to them that the advertiser is taking altogether too much for granted. The Quadlands have a second line, however, which is as good as the first is poor. It reads: "Our flowers are not cut until ordered by you, assuring you of absolute freshness." Of course all florists cannot make such a claim and live up to it, but it must make a strong impression on a prospective

purchaser and influence him toward the store which presents such an inducement. And, after all, that is what counts.

Finally, I have the advertisement of a Haverhill, Mass., flower store which occupies only two inches single column, and yet which by its wording and display must pull no little trade. It reads as follows:

FLOWERS ARE A NECESSITY

—at all social gatherings. We are specialists in preparing corsage bouquets to be worn at dinners, dances or other evening occasions. Phone orders filled.

KAULBACH'S

"The Flower Shop"

28 Main St.

Tel. 504-W.

THE MARKET.

The market is extremely quiet and has been for the past week. Shipments are coming in very slowly and the demand is so small that even the light offerings are sufficient to meet it. Carnations are selling at 12 and 15 cents as HORTICULTURE goes to press, but if anything like heavy consignments should show up, undoubtedly the price would break in half. But shipments to New York are cleaning up everything in sight.

Callas are coming in a little more freely and the price is a little easier, but three and four dollars is obtained readily for good quality stock.

THE ILLINOIS QUARANTINE.

Flowerfield, L. I., N. Y.

Jan. 27, 1920.

Dear Sir:—I note with interest your editorial on the Ill. quarantine, and I think it is time that concerted action is taken by the Trade in regard to these quarantines, mainly for the reason that there is no proof presented that they are necessary.

As Mr. Alexander has pointed out, the Corn Borer may possibly live over in *Gladiolus* stalks, but there is no likelihood of its living in, or being carried by, the *Gladiolus* bulb.

Then again, I think the present quarantine is unreasonable and unjust to dealers on Long Island which is entirely surrounded by water, and although belongs to New York State there is not as much reason to quarantine it, as other states that join N. Y. State by land.

What future is there for Floriculture in this country if it is going to be dealt these "body blows" repeatedly.

Yours very truly,

I. S. HENDRICKSON,

JOHN LEWIS CHILDS, Inc.



The Meyer Florist Threads can be had in any size or color that is wanted. Can furnish same at \$2.25 per lb. with liberal discounts in case lots of 500 lbs. and upwards. Every spool contains 2 ounces of actual thread, 16 ounces to the pound or no sale. Be sure and get the Meyer Threads and take no other.

Manufactured by the

John C. Meyer Thread Co.
Dept. WW. LOWELL, MASS.

For All Flowers in Season Call on
THE LEO NIESSEN CO.
1201 Race St. Philadelphia, Pa.

EDWARD REID
WHOLESALE FLORIST
1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin N. Y.
10,000....\$2.50 50,000....\$11.00 Sample free.
For Sale by Dealers

GEORGE B. HART
WHOLESALE FLORIST
24 Stone St., Rochester, N. Y.



Henry M. Robinson Co.
55-57 West 26th Street
and 430 Sixth Avenue
Telephone:
Farragut 13 and 3180

Flowers Under Glass

It is a good time to get in Ten-weeks Stock, the market for which is likely to be very good indeed. Candytuft put in now will be ready for Memorial Day. Calendulas have increased in popularity in the past few years so that they are now a staple product in some markets. The spring crop should be started now by sowing the seeds in rows 24 inches apart. The seedlings must be thinned out until they stand 10 inches apart in the rows. There is even time to sow sweet peas of the Spencer varieties. All of these annuals will thrive in a temperature which runs about 50 degrees at night.

If you found the cherries profitable plants this season you should start now preparing for next year's stock. You can root them readily in a moderately warm propagating bed, afterwards potting them up in three-inch or smaller pots. A night temperature of 50 to 55 degrees will keep them growing well, but they must have a good light house and be syringed frequently.

The morning hours are always the best for making cuttings and this is particularly true as applied to carnations. Do the work of trimming them up in a cool place, first having dipped them in cool water. Get them into the propagating benches as soon as possible and spray them every bright morning so that the foliage will be moist during daylight hours, but make a point of having the leaves dry when night comes on. While they need much shade at the beginning they should gradually be accustomed to the sunlight so that they will enjoy full sun by the time they are potted up. Properly treated there will be but little wilting after potting.

Make it a point to pot up just as soon as the cuttings are ready, and use new, fresh soil that has been carefully screened. If the soil is reasonably moist and potting is firmly done, the cuttings will take hold quickly, especially if a little shade is given for a few days before exposing them to the full sunlight.

Send for Our Valentine Folder

H. BAYERSDORFER & CO.

The Florist Supply House of America
1129 Arch St., Philadelphia, Pa.

H. E. FROMENT
Wholesale Commission Florist
Choice Cut Flowers
New Address, 143 West 28th St., NEW YORK
Telephones: 2200, 2201, Madison Square.

WM. P. FORD
Wholesale Florist
107 W. 28th Street, NEW YORK

Telephone 5385, Farragut
Call and Inspect the Best Establishment
in the Wholesale Flower District.

WALTER F. SHERIDAN
Wholesale Commission Dealer in
CHOICE CUT FLOWERS
133 West 28th Street, New York
Telephone - 1631-1632 Madison Square

E. G. HILL CO.
Wholesale Florists
RIEHOOND, IND.

Please mention Horticulture when writing.

REED & KELLER
122 West 26th St., New York
Florists' Supplies
We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
Florists' Requisites

THE KERVAN CO
Fresh Cut Decorative Evergreens
Highest Standard of Quality. Largest
Stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies
119 W. 28th St., - NEW YORK

WILLIAM H. KUEBLER
Brooklyn's Foremost and Best
WHOLESALE COMMISSION HOUSE
First Class Market for CUT FLOWERS
Willoughby St. Brooklyn

WE WANT MORE SHIPPERS
We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to
UNITED CUT FLOWER CO., INC.
111 W. 28th St., New York
D. J. Pappas, Pres.

FRANK J. REYNOLDS CO.
Wholesale Florists
Boston Co-operative Flower Market
260 DEVONSHIRE STREET
BOSTON, MASS.

FUTTERMAN BROS.

Wholesale Florists, 102W. 28th St. New York
The Right People to Deal with. Phone Watkins 9761-159 Consignments solicited.

B. A. SNYDER CO. *Wholesale Florists*

Hardy Cut Evergreens, Cut Flowers and Florists Supplies
21-25 Otis Street, BOSTON, MASS.
Telephone Fort Hill 1083-1084-1085

WILLIAM F. KASTING CO.

Wholesale Florists
568-570 WASHINGTON STREET - BUFFALO, N. Y.

New England Florist Supply Co.

276 Devonshire Street, BOSTON, MASS.
Telephones, Fort Hill, 3469 and 3135

Would like to handle consignments from growers of good
Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist
55 West 26th Street, New York City

Boston Floral Supply Co.

WHOLESALE FLORISTS

DEALERS IN Cut Flowers and Evergreens

We manufacture our own Wax Flowers, Baskets, Wire Frames, and
preserve our own Cycas and Foliage right in our own factory.

OFFICE, SALESROOMS, SHIPPING DEPT.

15 OTIS STREET

Unknown customers kindly give
reference or cash with order

Telephones
MAIN 2574-3525

96 Arch Street

BOSTON, MASS.

MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

HENTZ & NASH, Inc.

Wholesale Commission Florists

55 and 57 West 26th Street

Telephone No. 755 NEW YORK
Farragut

Little Ads. That Bring Big Returns

Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser. Anything wanted by florists, gardeners, park and cemetery superintendents, etc. can be sold through this medium.

Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.

WINTER SOWING OF SWEET PEA SEED

Writing in the American Sweet Pea Bulletin, William Gray says:

"It is a well-known fact that if conditions are favorable sweet peas sown in the fall give much earlier and finer bloom than those sown in the open in the Spring, but few localities are favored with climatic conditions suitable for fall sowings in the open to winter successfully and the practice is a hit or miss even with the most expert growers. Spring sowing to the open has been the general practice followed and this has its faults inasmuch as it does not allow sufficient time for the young plants to become thoroughly established before warm weather sets in and in consequence inferior blooms are the result.

The pot method, however, overcomes all these uncertainties, the seed being sown either in the fall or during January or February and wintered in cold frames or cool greenhouse.

If sown in the fall it is best to sow not later than October so that the young plants may become established in the pots before the short days of year arrive, later sowings will be inclined to weakness owing to the absence of the sunny conditions necessary to build up vigor in plant life, and much better results will be had by waiting until the middle of January when under the influence of longer days with increasing sun-light, strong, vigorous plants can be grown.

The seed may be sown directly in the pots one seed to each pot or several according to the size of the pots, or the seed may be sown in pans or flats and afterwards transplanted to the pots. If the highest culture is aimed at it is preferable to grow a single plant in each pot. plants grown from fall sowings being carried up to the end of January in 3 or 3½ inch pots, and then given a shift into 5 or 6 inch pots which will carry them through nicely until planting time in the open ground. On shifting stick short brush in the pots to keep the plants upright.

January and February sowings can be carried through in 3 or 3½ inch pots until planting time in the open ground.

Plants from fall sowings will bloom earlier and be at their best over a much longer period than January sowings for the advantage gained lies in the earlier start which brings them into bloom the end of May being at their best throughout June a period more suitable to the sweet pea. January and February sowings come into bloom

THE BOILER OF Unequalled Fuel Economy

Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
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about the middle of June being at their best at the end of the same month and early July after which owing to hot weather conditions stems shorten up and flowers get smaller quickly.

No one not even the amateur grower need feel that the growing of the plants is a difficult operation. Fine plants can be grown in a well-protected cold-frame in a sheltered position on the south side of a house or other structure that will break the cold winds. A 3 x 6 ft. sash will cover sufficient plants to plant a considerable length of row, and will give a wealth of bloom for exhibiting or house decoration.

Local florists could find ready sale for plants grown from January sown seed, once their customers tried them out and were delighted with the results from planting plants instead of seed in their gardens.

PROF. WILSON LECTURES IN PHILADELPHIA

On Tuesday afternoon, Jan. 20th, Mr. E. H. Wilson, assistant director of the Arnold Arboretum, Jamaica Plain, Mass., gave an illustrated lecture on the Flora and Vegetation of Formosa and Korea. Mr. Wilson in speaking of Korea, the hermit kingdom, described its trees and told of what it has given to American gardens. He said that the similarity of climate was important, for Korean plants are particularly hardy in the colder parts of New England. He said Korea was giving us new lilacs, pears, crabapples, as well as new firs, spruces and red cedars.

Formosa, the beautiful; Mr. Wilson described as the home of the camphor trees of Eastern Asia. He described its wonderful forests and forest wealth, its head-hunting savages and its stupendous sea cliffs.

Mr. Wilson spoke for nearly two hours, and in closing, he reminded the audience that no more of the plants he had shown would be imported as long as the drastic Quarantine No. 37 was in effect.

DAVID RUST, Secy.

Ways to Help Carnation Growers

Pres. Theodore A. Dorner brought out several important points in his address at the Convention of the American Carnation Society in Chicago last week. Among other things he said:

"The American Carnation Society should devise some plan so our revenue will be increased. We are running on the same plane today as we have been in the past, regardless of the high prices. I would suggest that the dues of our Society be raised to three dollars, instead of two, which would give us a little more revenue. This may cause some criticism, but we should take time and prices under consideration. As we all know it costs a great deal more now to exhibit carnations than it did four or five years ago.

"The shipping facilities in the past year have been much improved, but we are still a long way from getting what is right. The express companies have taken better care of our packages

than last year and are a little more prompt in settling claims. I think the Parcel Post department should insure parcels against freezing when marked perishable. At present they insure only against non-delivery, the responsibility for breakage being the same as non-insured parcels. I think this matter should be taken up with the S. A. F. O. H. and it might help if we would co-operate with them. For they are in a condition to handle this matter to a better advantage. I would suggest that a committee be appointed by our Society to co-operate with the S. A. F. and O. H. in this matter. A great many parcel post packages have been frozen in transit this season, for which the shippers are at a loss.

"The registration of new varieties in the past year has been much less than former years, due to the war, fuel, labor and high prices. All carnation growers know that a new variety will in time lose its vigor and vitality, either by propagation or through disease. And those must be replaced

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10	20 in.	\$4.50	\$49.50	\$375.00
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60	10 in.	.90	9.90	77.50
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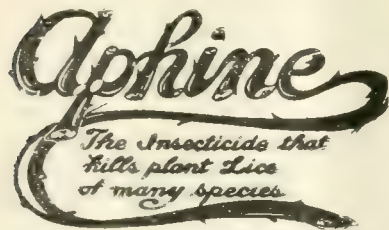
by other varieties which have vigor and vitality. It costs a great deal more nowadays to put a new variety on the market, and therefore, the price of seedling carnations should, and ought to bring a higher price than in former years. The seedling carnation shown at our expositions is always the most interesting exhibit in the hall. Why? Because it is human nature for us to always be on the watch to get something better, than we grow today. Carnation growing in this country in the last three or four years was at a standstill. But today we hear of those who quit growing carnations are back in the harness again. It certainly has been a most popular flower in the past twenty years. The breeders of seedling carnations have a great future before them, as most of our standard varieties have taken the backward course and must be replaced by new varieties.

"I would suggest to those who raise seedling carnations and disseminate them, that they be very careful in selecting a name for their new varieties, so that the name will never conflict with those already registered.

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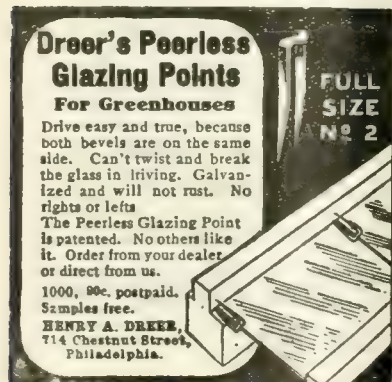
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HORTICULTURE

Vol. XXXI

FEBRUARY 7, 1920

No. 6

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Department

NATIONAL PUBLICITY CAMPAIGN

The Publicity Committee held a two-day meeting on January 21st and 22nd in Chicago, at which working plans were formulated for the 1920 Campaign, and in greater part adopted. There is to be no let-up in the activities of the Campaign, and the magazine advertising is to be as persistent as ever.

The Committee were greatly pleased at the reports they had received as to the results of the Campaign. Many florists making these reports had taken particular pains to record conversations had with new and old customers, from which it was quite evident that the Campaign was producing good business. Some of these reports referred to a noticeably great increase in the demand for flowers for anniversary gifts. The request that our slogan appear on the cards sent with such gifts was very general, and showed a disposition on the part of the public to adopt the slogan to their own use.

We most surely have a wonderful slogan, one serving two purposes. We can easily understand why publicity experts consider it to be an asset we should value at more than a million dollars. It is really worth many millions to us, and properly perpetuated it should produce business each year equal to its valuation. It would not be wrong to say it is doing it already.

And yet there are thousands of florists who, through their negligence in the support of our Campaign, do not appear to value the slogan very highly. Or is it that they are careless, or quite content to let their more generous brethren bear the expense of making the slogan a "household phrase?" We would ask these careless ones just what it would be worth to them to have "Say it with Flowers" quoted or suggested in every good family in their respective communities daily, or even a portion of these families. Our advertisements in the magazines should be doing this very thing, and to be sure that they are doing it, the slogan should appear in every magazine of consequence. It would, if the proper support were given the Publicity Committee. The Committee are limited only by the amount of the funds at their disposal. If they could have the support which now they have right and reason to expect, they could accomplish their full purpose instead of hav-

LILIUM FORMOSUM, 7 to 9 and 9 to 10.
LILIUM MULTIFLORUM, 7 to 9 and 9 to 10.

LILIUM MULTIFLORUM GIGANTEUM, 7 to 9.

LILY OF THE VALLEY PIPS

BEGONIA GRACILIS LUMINOSA
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEED

Prices on Application

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

WAIT FOR

KELWAY'S

WHOLESALE SEED CATALOGUE

for 1920

Before placing your order. The most favorable prices of the year.
If not received wire or write.

KELWAY & SON

Wholesale Seed Growers
LANGPORT ENGLAND

GIGANTEUM & HARDY LILLIES

GLADIOLUS CANNAS

AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

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CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

The Best are the Cheapest

OUR TRADE LIST has been mailed and a copy is awaiting request from those not receiving one.

We grow nothing but

CHRYSANTHEMUMS

Our Novelties are worthy of consideration and the Standard varieties offered are the BEST.

Elmer D. Smith & Co.
Adrian, Mich.

ing to content themselves with what, at best, is only a good scratch in the field of publicity.

Now is a good time to come into the Campaign. The Committee are assured by subscriptions already pledged, of being able to carry out plans within a certain scope, but without a prospect for the advance which they hope to make when the required support is available. They should be placed in a position to at least double the results already obtained, the possibility of which cannot be questioned. The benefit sought is not for the individual, nor any particular section of the trade, but is for the whole craft, the whole industry. Florists who link up with the Campaign through their local publicity, aided by the various helps furnished by our Promotion Bureau, get a full measure of the general publicity. Display the slogan sign wherever possible; use the electrotypes featuring the magazine advertisements; and help to spread the message of the slogan at every opportunity.

Above all, if you have not already subscribed to the Campaign Fund, let the Secretary have your pledge, in whatever amount you can afford, to support the Campaign during 1920.

JOHN YOUNG, Secy.

1170 Broadway, New York, N. Y.

PENN'S LANTERN SLIDES.

They Are Made Available for Any Club Interested in Advertising.

Henry Penn, of Boston, has made a more careful study of retail advertising than the majority of florists and as is generally admitted, has shown much originality in the character of the retail ads. which he has put out. Moreover, the ads. have been tested and their value shown by the results obtained.

Mr. Penn now proposes to give the benefit of his long experience to retailers in other parts of the country. For that purpose, he has had nearly two hundred lantern slides made and some of them colored. These slides reproduce the most successful of the advertisements which have gone out from the Penn store the last few years. They show up very large on the screen so that they can be carefully studied. Mr. Penn announces that these slides may be used by any organization of florists which is willing to pay the shipping charges, a very normal sum. No charge is made for the use of the slides.

It would seem as though every florist club might well set aside an Advertising Night, at which these slides may be shown and comments made by a member of the club who has had advertising experience.



Ibodium Privet
Natural Habit

IBOLIUM

THE NEW HYBRID

HARDY PRIVET

(L. Ibota x Ovalifolium)

Now sent out for the first time. Inquire for further information. One year field grown plants; \$5.00 each; Summer rooted, frame grown, \$3.00 each; Plants in storage for immediate shipment. The Elm City Nursery Co., WOODMONT NURSERIES, INC., New Haven, Conn. Introducers of BOX-BARBERRY, well rooted summer frame cuttings—\$65.00 per 1000.



Ibodium Privet
When Trimmed

We are Headquarters for the BEST OF EVERYTHING
IN

VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the **BAY STATE NURSERIES**
Wholesale and Retail **NORTH ABINGTON, MASS.**

CANNAS

A large stock of several varieties. PRICES RIGHT. Let us book your order now for shipment at any time.

PARKER BROS. NURSERY CO.
FAYETTEVILLE - - - ARKANSAS



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.

SEEDS AND BULBS

Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

SEASONABLE OFFERINGS

GLADIOLUS BULBS

America, Augusta, Halley, Mrs.	3000
Francis King	\$35.00
Mrs. Watt, Chicago White, Peace	45.00
Brenchleyensis, Fire King	30.00
Mrs. Frank Pendleton, Niagara	50.00
Baron Hulot	60.00
Panama	60.00
Schwaben	70.00

FOR PROFIT BUY PRIMULINUS HYBRIDS. WE HAVE THEM IN QUANTITY AND OF BEST SELECTION

Don't forget **PRIMULINUS HYBRIDS** average two to three blooms per bulb and are quick sellers in the market.

Fancy	\$30.00 per 1000
Regular	\$20.00 per 1000

MISCELLANEOUS

AGERATUM, Stella Gurney, R. C., at \$1.50 per 100, \$12.00 per 1000.
ASPARAGUS Plumosus and **Sprengeri**. Seedlings, \$1.25 per 100, \$10.00 per 1000; fine 2 1/4-in. pots, \$5.00 per 100, \$45.00 per 1000; fine, 3-in. pots, \$10.00 per 100, \$95.00 per 1000.

CINERARIA Hybrida. Half dwarf, 2 1/4-in., at \$7.00 per 100, \$65 per 1000; 3-in., \$12.00 per 100.

COLEUS, Rooted Cuttings. All the standard and fancy varieties, such as **Verschaffeltii**, **Golden Bedder**, **Queen Victoria**, **Fire Brand**, **Beckwith Gem**, **Yellow Trailing Queen**, at \$12.00 per 1000; **Brilliance**, **Salvator** and **Pink Trailing Queen**, at \$20.00 per 1000. Any varieties of fancy **COLEUS** that you want tell us. Our growers can supply anything that is good.

CYCLAMEN SEEDLINGS. Three leaves, assorted varieties of a high-grade strain. \$8.00 per 100, \$75.00 per 1000; separate varieties, \$10.00 per 100; 2 1/4-in. pots, \$12.00 per 100; 3-in. pots, selected, \$15.00 per 100.

FUCHSIA, Rooted Cuttings. Mixed, best varieties, \$2.50 per 100, \$20.00 per 1000.

GODFREY CALLAS. 3-in., \$10.00 per 100.

FERNS, Boston and Whitmani, 2 1/2-in. pot-grown, \$7.00 per 100, \$65.00 per 1000.

BENCH BOSTON and **VERONA**. Ready for 4 1/2-in. and 5-in. pots, \$25.00 per 100.

LATANIA Borbonica. 3-in. fine stock, \$12.50 per 100.

PELARGONIUMS. We have 500 mixed, including four best sorts. Can ship at once. Strong, 2 1/4-in. pots. Good value at \$14.00 per 100.

DOUBLE or SINGLE PETUNIAS. Rooted Cuttings at \$2.50 per 100, \$20.00 per 1000. Our stock of **Double PETUNIAS** comprises ten colors, all distinct, also an A1 variety of **Single Mixed**, as well as **Rosy Morn**, separate.

MARGUERITES. Yellow, 2 in., at \$5.00 per 100. Boston Yellow, R. C., \$3.50 per 100, \$30.00 per 1000. Mrs. Sander, R. C., \$3.00 per 100, \$25.00 per 1000.

PRIMULA Obconica. 3-in., at \$10 per 100.

2000 **POINSETTIA STOCK PLANTS**. \$15.00 per 100, \$150.00 per 1000.

RAMBLER ROSES

A few hundred **D. Perkins** and **Hiawatha**. Long tops and heavy canes. \$45.00 per 100.

NEW ROSES

Frank W. Dunlop and **Madame Butterfly**. Own Root: \$35.00 per 100, \$32.50 per 250, \$150.00 per 500, \$300.00 per 1000, \$725.00 per 2500. Grafted: \$42.50 per 100, \$101.25 per 250, \$187.50 per 500, \$375.00 per 1000, \$912.50 per 2500. From 2 1/2-in. pots.

BONNAFFON SOIL CUTTINGS

Immediate Shipment

If you want to change or improve your strain, get some of these now. you can work up a fine lot of stock and this is from a particularly healthy strain, no mildew and no blind plants, well rooted stock cuttings at \$16.00 per 100.

HARDY LILIES

Album, **Auratum**, **Magnificum**, 8/9-200 to the case, 9/11-125 to the case, at \$30.00 per case.

CHRYSANTHEMUM CUTTINGS.

Barbara Davis, White and Golden Chadwick, Chadwick Supreme, Golden Mistletoe, Indian Summer, Yellow and White Turner. Rooted cuttings, \$5.00 per 100, \$40.00 per 1000. From 2 1/4-in. pots, \$7.00 per 100, \$55.00 per 1000.

NEW POMPONS.

Becky McLane.—Thanksgiving Bronze. **Christmas Gold**.—Golden-yellow button for Dec. 1st and later.

Cometa.—Dark rose, shaded magenta.

November Pearl.—A new November flowering daybreak pink.

Ouray.—Best early bronze.

Uvalde.—A large pure white, maturing Oct. 10th.

Vasco.—Golden-yellow, flowering Oct. 15th and one of the very best for sprays.

White Gem.—Pure white button, very free and ready for cuttings Nov. 15th.

All the above, rooted cuttings, \$8.00 per 100; 2 1/4-in. pots, \$10.00 per 100.

CARNATION CUTTINGS

In the sand, well rooted, ready to go out the day your order comes in. 2000 **Beacon**, \$6.00 per 100, \$50.00 per 1000. 5000 **Matchless**, \$5.00 per 100, \$40.00 per 1000.

CANNAS

Sound 2-3 eye roots.

All varieties green foliage unless otherwise noted.

	100	1000
King Humbert , bronze foliage, orange red	\$7.00	\$60.00
Yellow King Humbert , yellow, spotted red	3.50	30.00
Goldbird , buttercup yellow	5.00	45.00
Firebird , large fire red	8.00	75.00
Petofi , best white	6.00	50.00
Meteor , deep crimson	3.50	30.00
Orange Bedder , orange with scarlet markings	3.50	30.00
Panama , red with yellow edge	5.50	50.00
A. Bouvier , rich velvety crimson	3.50	32.00
Florence Vaughan , golden yellow, spotted red	4.00	35.00
Gladiator , large bright yellow, spotted crimson	3.50	32.50
Mme. Crozy , crimson-scarlet, yellow edge	4.00	35.00
Mrs. A. Conard , salmon pink	7.50	70.00
Richard Wallace , canary yellow	4.00	35.00
Rosea Gigantea , gigantic rose pink	7.50	70.00
Venus , soft rose pink, yellow border	4.00	35.00
David Harum , bronze foliage, bright vermillion	4.50	40.00
Egandale , bronze foliage, cherry red	4.00	35.00
Wyoming , bronze foliage, bright orange flowers	4.00	35.00
Robusta Grandiflora , bronze foliage, mammoth, heavy growing	5.00	40.00
Brandywine , bronze foliage dazzling red, spotted with crimson	3.50	30.00
Hungaria , favorite pink bedding variety	5.00	45.00
Wintzer's Colossal , largest flowered variety, brilliant scarlet	4.00	35.00

Caladium Esculentum 7/9...	\$10.00	\$90
	9/11...	18.00 150
Tube Roses, Excelsior Pearl 4/6	\$5.00	\$15
Mammoth	6.50	60

FLORISTS' SEEDS

High Grade Stocks for the Commercial Florists' Use

ASPARAGUS PLUMOSUS NANUS —Mass. greenhouse grown:	
1,000 seeds	\$3.00
5,000 seeds	14.00
10,000 seeds	25.00
ASPARAGUS SPRENGERI :	
1,000 seeds	\$1.15
5,000 seeds	5.00

AGERATUM. Blue Dwarf Imperial, White Dwarf Imperial, Blue Dwarf Little Dorrit, tr. pkt., 25c.; 1/2 oz., 50c.; 1 oz., \$1.00. Little Blue Star, tr. pkt., 50c. Blue Perfection, tr. pkt., 30c.; 1/2 oz., 75c.; 1 oz., \$1.50.

ALYSSUM. Little Dorritt, best dwarf variety for baskets and bedding, tr. pkt., 30c.; 1 oz., \$1.00. Little Gem, tr. pkt., 20c.; 1 oz., 50c.; 1/4 lb., \$1.50. Saxatile Compactum (yellow), tr. pkt., 35c.; 1 oz., \$1.50.

ASTERS, ask for our List and Prices. New seed carefully selected of the best market varieties.

BEGONIA. Erfordai, Luminosa, Prima Donna, Semperflorens (white), tr. pkt., 50c.; oz., \$1.00. Vernon, tr. pkt., 20c.; oz., 50c.

CALENDULA. Orange King, greenhouse selected seed of a wonderful strain, 1/4 oz., 50c.; oz., \$1.50. Lemon Queen, best light yellow, 1/4 oz., 50c.; oz., \$1.50.

CANDYTUFT. Giant White Perfection, tr. pkt., 35c.; oz., \$1.00. Pure White Giant Hyacinth-flowered, 1/4 oz., 25c.; oz., \$1.00; 1/4 lb., \$1.50. Purple, light pink, rose pink or finest mixed, 1/4 oz., 25c.; oz., 75c.

CENTAUREA IMPERIALIS. White, lilac, rose pink and purple, tr. pkt., 25c.; oz., \$1.50. Candidissima, tr. pkt., 50c.; oz., \$2.50. Gymnocarpa, tr. pkt., 25c.; oz., \$1.00. Double, true deep blue (Bachelor's Button), tr. pkt., 50c.; oz., \$1.25.

COBEA SCANDENS. Purple and white, tr. pkt., 25c.; oz., 50c.

COSMOS. Special strain of New England selected seed. Mammoth, shell pink, Lady Lenox, pure white, Crimson, tr. pkt., 25c.; oz., 50c.

DELPHINIUM, Totty's selected Hybrids, a truly wonderful collection, 1/4 oz., \$2.00; 1/2 oz., \$3.50; oz., \$6.00. Formosum, dark blue. Belladonna, turquoise blue, tr. pkt., 30c.; oz., \$1.00.

DRACAENA INDIVISA. 1/4 oz., 25c.; oz., 75c.

GAILLARDIA (annual), tr. pkt., 20c.; oz., 75c.

LOBELIA, Crystal Palace Compacta (dark blue dwarf), tr. pkt., 35c.

LUPINUS (annual), blue, scarlet, yellow and blue, finest mixed, tr. pkt., 25c.; oz., 75c.

MARIGOLD. Little Brownie, dwarf, Quilled Orange, tall, 1/4 oz., 25c.; oz., 75c.

PHLOX, Drummondii Grandiflora, pure white, scarlet, blood red, pink, yellow, tr. pkt., 30c.; 1/2 oz., \$1.00; oz., \$2.00.

SALPIGLOSSIS, valuable summer cut flower; violet, dark scarlet, purple, brown with gold, yellow, light blue with gold, finest mixed, tr. pkt., 50c.; 1/2 oz., \$1.00.

SALVIA. America, tr. pkt., 50c.; 1/4 oz., 1.50; oz., \$5.00. Splendens, tr. pkt., 30c.; 1/2 oz., 80c. Bonfire (Clara Bedman), tr. pkt., 40c.; 1/2 oz., \$1.50. Zurich, tr. pkt., 75c.; 1/2 oz., \$2.00.

SCABIOSA. White, daybreak pink, yellow, red, King of the Blacks, violet, tr. pkt., 30c.; 1/2 oz., 75c.

SCHIZANTHUS, WISETONENSIS, shades of brown, tr. pkt., 50c.

SNAPDRAGON, greenhouse varieties: Keystone, Ramsburg's and Buxton's Silver Pink, tr. pkt., \$1.00. Nelrose, Phelps White and Yellow. Enchantress, tr. pkt., 50c. Half Dwarf Varieties, best for bedding and summer cut-flower purposes—white, golden yellow, rose pink, carmine, tr. pkt., 35c.; 1/2 oz., 60c.

STOCKS, large flowered Ten Weeks dwarf, blood red, rose, yellow, dark blue, white, mixed, tr. pkt., 50c.; 1/2 oz., \$2.00. Beauty of Nice, flesh pink, rose, white and lavender, tr. pkt., 75c.; 1/4 oz., \$1.50; oz., \$5.00.

VERBENA, Boston Mammoth strain, blue, pink, scarlet, white and mixed, tr. pkt., 30c.; 1/4 oz., 65c.; 1/2 oz., \$1.00.

L. J. REUTER CO.

Plant
Brokers

15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

HORTICULTURE

Vol. XXXI

FEBRUARY 7, 1920

No. 6

THE TALK OF THE TRADE

The awarding of the Gertrude M. Hubbard gold medal to Mr. E. G. Hill for the Rose Columbia must have been a piece of work that caused the Executive Committee of the American Rose Society some serious thought. The Hubbard medal is awarded to the best rose of American origin. Now that is pretty tough when it is necessary to grant an award which covers the Rambler, all of the various types of outdoor roses as well as indoor roses. There is such a wide range that it is almost impossible to decide intelligently. It doesn't seem that any committee should be called upon to decide without having some further instructions. Why wouldn't a scale of points be valuable, meaning of course, what would be considered the most important; for instance, so many points for outdoor and so many for indoor roses. It hardly seems reasonable to believe that this medal could ever be awarded to any rose which is not suitable for outdoor purposes, regardless of how good it is.

My remarks on this matter are not intended as a criticism of the American Rose Society Executive Committee. I believe they awarded this medal to the right rose and I understand that it was practically a unanimous opinion. It is interesting to note in connection with Columbia that it heads the list at the Portland, Oregon, Rose Test Garden, with 98.66 points, and the American Rose Society has had a number of other reports from various other sections of the United States along the same line. Columbia is a strong, vigorous grower, the foliage is exceptionally good, and resists black spot and mildew. It has now been on the market long enough to prove that it does well out of doors in almost any section of the country, so I think there will be but very little criticism of this award.

L. J. Reuter reports that on his trip to Chicago he had the opportunity of visiting a few places which were particularly interesting to him; for instance, the Poehlmann ranges which are now all working. What particularly interested him at Plant A was a

wonderful lot of palms, principally Kentia Belmoreana and K. Forstereana. They have them in all sizes and one large block of many thousands of plants in made up Forstereana will be very welcome indeed to the storeman next fall. They stand now between 3½ and 4 feet, and the Poehlmanns are holding these to grow into larger sizes for the coming season.

It seems to me that America is going to handle the palm situation in fine shape, as not only the Poehlmanns but a large number of other places had large stocks coming along, and I believe we will be able to get along without the foreign imports much better than we thought.

Mr. Reuter also reports that the Poehlmanns will grow heavily of the Rose Premier the coming season, approximately one hundred thousand. They think very highly of it, as is evidenced by this planting, also will go heavily into Columbia.

At the E. G. Hill Company and Joseph H. Hill Co. ranges in Richmond, Ind., everything was in the pink of condition, particularly Premier and Butterfly. Mr. Reuter thinks it would be hard for any grower to do Premier better than at the Joseph Hill place. There are a number of seedlings on trial which look very promising, and



ROSE COLUMBIA

it would seem now that Mr. E. G. Hill is going to continue his good work by giving us more new roses.

At the Fred H. Lemon greenhouses, a fine lot of white malacoides was found, and Mr. Reuter thinks this is destined to become a standard commercial pot plant. It is double in form, has larger flowers than any of the malacoides, unless possibly he would except Townsendii. Mr. Lemon also has a very fine geranium called Alice Lemon, which he says is particularly valuable for pot plant purposes. It is single, apple blossom shade, with a dark eye, and very attractive.

It seems to me that the New York florists are to be congratulated, at least those of the 28th street fellows who are moving to the old Greenhut building, the ground floor of which has been vacant for such a long time, excepting during the time when the U. S. Government had it in use. There seems to be decided advantages coming to these commission men in making this move, and it certainly will be an advantage to the buyers. It took a lot of courage to undertake and carry this out, and it is very much to the credit of these men that they had the back bone and the good judgment to go through with it.

No new move made by any of the florists of the country strikes me as being as important as the formation of the Growers' Association. There is all the chance in the world for great good to come to the growers through this Association, and when our past president, J. Fred Ammann, brought this before the convention at Chicago, there was no hesitation whatever shown by any of those present to take hold of his plan and go through it with a rush. As has been stated before in HORTICULTURE, the result of this meeting was the formation of a temporary association with the election of F. C. W. Brown of Cleveland as president, J. Fred Ammann of Edwardsville, Ill., secretary, and C. E. Gullett, Lincoln, Ill., Wallace R. Pierson, Cromwell, Ct., and Robert C. Kerr, Houston, Tex., as directors. The next important move will come at the S. A. F. annual con-

CAROLINA HEMLOCK

(TSUGA CAROLINIANA)

THE MOST BEAUTIFUL AND RARE AMERICAN EVERGREEN

Specimens may be seen at Arnold Arboretum, where one may compare it with hundreds of other varieties of Evergreens.

Hardier and more adaptable to trying city conditions than the common or Canadian Hemlock.

Dense, dark foliage and sweeping semi-pendulous branches with pyramidal form combine to give a charm not found in any other known Evergreen.

SPECIAL: A limited number of Grand specimens, 16 to 20 feet high for immediate effect at my Highlands Nursery (3,700 ft. elevation in the Carolina Mountains). Prices on request.

A fine stock of smaller specimens from 1 foot up at my Boxford Nursery. Catalogs.

HARLAN P. KELSEY

Hardy American Plants

SALEM MASS.

vention in Cleveland next August, when the organization will be made permanent.

RETAILERS' NIGHT.

Important Meeting of the Florists' Association of Boston.

Different branches of the trade are having their innings at the monthly meetings of the Florists' Association of Boston. The meeting on Tuesday night of this week was given over to the retailers and they made the most of it. President Henry Penn was in the chair but after the opening put Chairman Letson in charge. William Penn, Elijah Gorney and several others spoke.

Mr. Gorney had carefully prepared a paper which set forth the position of the retailers and in a large measure summed up the remarks of the other speakers. This paper was as follows:

"I fully agree with the growers that they should get better returns for their hard work and for their investment and energies. There is no reason in the world why they should not get better returns. I also agree with Mr. Elliott that artificial flowers should be done away with; they are a detriment to our business. We should in every way encourage the use of fresh flowers and the growers should help us by not putting the screws on too tight during the holidays.

"I don't believe there is a retailer in this room who objects to paying the market price for flowers. We naturally try to buy as cheaply as possible and the growers, on the other hand, try to get as much as possible—that is what creates a fair market price. None of us begrudges the grower what he gets.

"I would like to know where the impression was created that the retailers were to boycott flowers during Christmas. I know of no such move and it was a false impression created by some one who wanted to cause trouble. If the retailers proposed boy-

cotting they would be injuring their own means of a livelihood, as our business is to sell flowers and not boycott them.

"As a matter of fact we met and discussed selling in general. During our informal talks the suggestion was made that we ought to push plants instead of flowers. There were several good reasons for that. In the first place, our plants were all bought quite reasonable and we could sell them at a reasonable profit. On the other hand, there was no way of telling what the market price of flowers would be and we could not give our customers any definite idea about this.

"This is the great drawback to the cut flower business, but it can not be helped as the old law of supply and demand regulates the price of cut flowers. The retailer pushes plants at first but when the rush is over we find that we have sold more flowers than ever before. I have made that a practice ever since I have been in business and if that is what you call boycotting, then well and good; but I believe that the plant business is as much a part of our business as the cut flower trade.

"On the strength of that I understand that you growers intended to open a market to the public. Of course, if that is done and done often enough it will put the retailer out of business. Would that be of any benefit to the grower and commission man? It certainly would be detrimental to everybody. But the markets are open to the public right now and on a large scale. Anybody can come in any of the doors of the market and buy anything in the market at about the same price we pay. For every bank opened, every ship launched, every prominent funeral, large amounts of flowers are made up in the markets. Department store collections in the stores also go to the markets.

"Two weeks ago one of our retail-

ers lost a \$150.00 job because he couldn't compete with the prices given by a salesman in the market. Last week I was asked the price of one hundred red carnations for a banquet. As the market was fifteen cents, I quoted \$20.00. He said to me, 'I am sorry Gorney, but I can get them from one of the men in the market for \$16.00.'

"Some of our customers have charge accounts with commission men in the market. I sold one dozen poinsettias to a customer for \$9.00 and put them aside for him. The day before Christmas he told me he had bought them in the market for \$4.00. I don't blame him for buying cheaper but the fault is with us. Do you call that fair to the retailer?

"Here we are prepared under heavy expenses for retailing and depend on retailing only for our livelihood. The markets are situated in the heart of the city and the salesmen who sell have no expenses as far as retailing is concerned. In what other line of business can the public go to buy anything at wholesale? I know of none. Retailing in the market is of no benefit to the grower; it is only side money to the salesman, that does not belong to him but does belong to us. It is a very serious matter and must be stopped. Every retailer is dissatisfied with this condition and I believe if the market directors take action to prevent this that it will be a great comfort to all concerned.

DESTROYED BY HAIL

Last Summer a florist who had imagined he was outside of the hail section lost upwards of 50,000 square feet of glass by hail with no insurance to recompense him.

He is now a member of the Florists' Hail Association of America.

Profit by experience and join the Association now. Address

JOHN G. ESLER, Secretary

Saddle River

New Jersey

DAVID G. GRILLBORTZER.

The New Vice-President of the American Carnation Society.

David G. Grillbortzer, the new vice-president of the American Carnation Society, head of the Washington Floral Company, of Washington, D. C., is soon to celebrate his twenty-fifth anniversary as a florist, and it seems peculiarly fitting that the industry with which he has been identified for that number of years should at this time honor him with the second highest office at its command.

Mr. Grillbortzer when hardly sixteen years of age entered the employ of J. Louis Loose, then a prominent grower of Alexandria, his native place. After serving a five years' apprenticeship in the business he joined his brother, H. Fred Grillbortzer, in a small undertaking under the firm name of Grillbortzer Bros. They had four small houses, 100 feet by 30 feet. Today he controls more than one hundred times that amount of glass.

Three years later the brother died and the business continued under the name of David G. Grillbortzer. Another interesting contrast is that when he first started out for himself, he had a capital of \$300. Today, besides this large quantity of glass, he controls the business of the Washington Floral Company and is handling a large volume of wholesale and retail trade, marketing his own production, and enjoying a growing telegraph delivery business.

When, in June, 1918, he had an opportunity to buy out the business of J. Louis Loose, under whom he had learned the business, he had approximately 150,000 feet of glass. His purchase about doubled his holdings and added the store of the Washington Floral Company, on Fourteenth street.

The greenhouses are located in Alexandria, Va., about five miles from the store. While he still specializes to a considerable extent on carnations, having as good a stock of these as can be found in this section of the country, he grows a miscellaneous stock of flowers on his large range. For instance, he has 3,000 orchid plants, and he is practically the only grower of cattleyas in this vicinity. In the houses are more than 40,000 rose plants, and of other stocks it is said "if it is obtainable at all, Grillbortzer will have it."

He has built up his business by honest dealing. His ability and integrity have been recognized before—some years ago he was made president of the Florists' Club of Washington, D. C., and he has always been an active participant in the affairs of that

organization, and he has taken great interest in the campaigns of the S. A. F. and O. H. He is a member of the Alexandria Chamber of Commerce and of the Retail Merchants' Association.

Some years ago Mr. Grillbortzer was granted membership in Alexandria-Washington lodge of Masons, of which George Washington was the first mas-

ter and in the lodge room in Alexandria the gavel he used is still wielded to make noisy members subside. He also belongs to Old Dominion Commandery, Scottish Rite, and Acme Temple (Richmond) Order of the Mystic Shrine.



DAVID G. GRILLBORTZER

WE NOW INTRODUCE

Gladiolus "White America"

A seedling of "America," having same habit of growth, form of flower and substance. Color—buds flesh-white opening clear white, with a slight mark of blue in throat.

THE MOST IMPORTANT NEW VARIETY SINCE "AMERICA."

Bulbs—\$2.00 per doz.; \$15.00 per 100; \$125.00 per 1000.

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WHOLESALE FLORISTS

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THE MARKET.

Owing to a somewhat increased supply and a distinct falling off in demand, there has been a slight sagging of the market the past week. The outlook is that this tendency will continue for some time. Carnations have been sold for six cents and Laddie has been brought fifteen, but ten cents has been about the average. Short stemmed roses have brought from eight to twelve cents. Long stemmed roses are hard to get at any price. Callas, although more plentiful, are still selling well. They bring from \$3 to \$4 in the Boston market. In New York they are worth \$2 more. Sweet peas and violets are much more plentiful and the demand has been slack. The former have been bringing 2 and 3c., while violets have gone rather slowly at one cent. A miscellaneous lot of other flowers sold for whatever they could bring.

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To comply with a new Post Office requirement, when writing to HORTICULTURE, please use the following form:

HORTICULTURE, 78 Devonshire Street, Boston 9, Mass.

The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

The one thing which seems to engage the attention of florists, both retailers and growers throughout the country at the present time is the scarcity of stock and the consequent high prices.

There is no doubt about the fact that flowers are in less quantity than ever before in recent history, but it is worth remembering that almost always there is an inevitable scarcity between the middle of January and the middle of February. Anybody in the trade looking back over the last dozen years or so will remember that there has always been this period of short supply.

It must be admitted, however, that the shortage is very much greater this year than is normally the case. Just why is this? It is difficult to get an agreement as to the answer. The demand has been so heavy as to amaze florists themselves, considering the prices it has been necessary to charge for the goods. To what extent this demand has been fostered and created by the advertising campaign now being carried on is a question which no one can answer, because in every line of business there has been buying far beyond the average. At the same time, it must be conceded that this advertising campaign has had a remarkable effect in sustaining the business and in inducing new people to start buying flowers. It is a rather curious situation altogether, because the advertising campaign is bringing its results just at a time when the demand is especially hard to meet. Thus we have several complications.

Without much doubt, the present situation will last for a considerable time, yet it is not difficult to explain and there is no reason to believe that there will not eventually be a satisfactory readjustment. Flowers are scarce as a result of war-time conditions. Everybody

knows that scores of houses were shut down and production was very limited for a year or two. It is not yet back to where it was before the war. Even when it gets back to that place, however, it will not be normal as conditions are now, because the demand is far greater than it was in pre-war times. This means that what was a normal condition then is not a normal condition now.

That there is every reason to expect business to continue at a living profit is evidenced by the fact that a large number of growers are planning to increase their ranges so as to make a much larger production possible. If this movement is carried forward upon as large a scale as it seem likely to be, production in the course of two or three years will come pretty well toward meeting the demand. You can see from this, therefore, that the present situation is only a temporary one, but how about prices? No one can predict safely as to the future. If there is a general slump in business as many people believe there will be, wages all along the line will come down and this may cause less buying, for it must be admitted that buyers today are largely wage earners. At the same time, however, the cost of living may decrease proportionately so that everybody will have about as much money to spend for luxuries. As it is now, the florist is certainly getting no more than his share of profits and is, not faring nearly as well as people in many other lines of business. It costs him at least 100 per cent more for labor than it did before the war and 200 per cent more for coal; all his other expenses have gone up in a similar way. If there comes a slump, the florist will be the first to suffer. It is always a case of hard times when people stop buying flowers freely. With this handicap it would seem as though the florist would be entitled to extra large profits when business is brisk, yet that is not the case.

The best anyone can do under the circumstances is to match his guess concerning the future with that of his neighbor, but it is a self-evident fact that the scarcity of flowers as exists now is merely a passing thing, and all indications point to a rapid recovery of the business and restoration to normal conditions. Then the flower famine will be a thing of the past.

Discretion vs. common sense

With the Federal Horticultural Board at Washington setting the pace, it is not surprising that the different state boards should develop a sharp and sudden interest in quarantine measures of one kind and another. But what will the end be? Disaster, without question, if the present state of mild hysteria continues. States will be putting up the bars against each other all over the country, while inspectors and other salaried officials will multiply until the expense of their maintenance becomes a heavy burden. It would be the natural thing for Ohio and Indiana to follow the lead of Illinois in shutting out dahlias, gladioli and geraniums. Pennsylvania is discussing a quarantine against New Jersey to keep the Japanese beetle from crossing the Delaware and so it goes.

Yet right in the midst of all this comes an announcement from Washington which turns the whole performance into an Opera Bouffe. The European corn borer, we are told, is a much less harmful pest than had been supposed. Being one-brooded in New York and the West, it is not to be considered any great menace. And even in New England, we are further informed, the damage has been much less than the alarmists had predicted. In Illinois fearful discretion seems to have taken the place of reasonable common sense.

**George Watson's
Corner**

"You in your small corner and me
in mine."

The passing of Joseph C. Trainer, proprietor of Trainer's Hotel, leaves a void in the hearts of many in the horticultural world. What Dooners' is to the seed trade as a Philadelphia headquarters, Trainers' was to the florists. The hostelry was across the street from Horticultural Hall and its cozy booths were the mecca for many happy and joyful meetings during flower shows, club and society events, as well as in sporting affairs of the innocent and joyful bowling days of the Florists' Club. Every visitor from the far cities had to be taken to Trainers' to hear his Irish wit, and get the true flavor of Philadelphia hospitality at its best and freest. No matter if one stayed at the Bellevue or the Walton—the visit was not complete without a call at Trainers'—if not so skyscraping that house had an individuality all its own. When a boy—running around loose where the ships came in—Joe got the maritime jinx inside of him and ran away to sea. In after life the salt sea anecdotes and breezy colloquialisms which interspersed his conversation were a delight to hear. He was a member of the Florists' Club and the Horticultural Society and took a keen interest in all their doings.

Our old Philadelphia friend (late of Craig's and other places around these parts) Robert Lockerbie, who has been managing the Belk greenhouses at Charlotte, N. C., for some years past, writes us that he has taken a corporate interest in a similar concern at Greenville, S. C. and will take up his new duties there Feb. 15th. We are told that he has been very successful with the Charlotte place and our best wishes go with him in his new venture. Robert is of the heather—if there be any clumps of it left around Edinburgh Castle—and he seems to get along well with the Carolinians, many of whom claim to be descended from the Ulster-Scots and Highland Scots of Flora Macdonald's day.

There seems very little let up on the scarcity of flowers in the market here. Not enough to go around in any line. The situation all through the season has been much more stringent than

last year. Cattleya Trianae is one of the few good things in reasonable supply. Freesias show up well and in fair quantity. The same may be said of Calendula which is really very fine and a surprise both in color and size to the old time strains. A rare once-a-year visitor has made its appearance—the golden Acacia—which is very welcome for the short time it lasts and brings readily five dollars per bunch of about a dozen sprays.

The greenhouse builders seem to have been fairly busy in the neighborhood for some time past. The King Construction Co., have the contract for a good sized addition to the David Anderson range at Garrettford. Hitchings & Co., have the contract for the Alvan Harvey & Sons improvement at Brandywine Summit, and Lord & Burnham are busy with an eighty-thousand area at St. Leonardo for a new company of which Elwood Heacock is the president. Of course, these instances are only mentioned at random, and only cover an edge of the situation; but they go to show that there is a whole lot going on notwithstanding the high cost of labor and materials.

The Robert Buist Company have remodeled the second floor of their store at Front and Market streets, making same more up to date for taking care of the mail order end of their business. The improvements represent an investment of over five thousand dollars. This house is very busy at present with their Southern trade. They do a very large business, both wholesale and retail in the Southern states.

BOUVARDIA

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BOUVARDIAS

WHY NOT ORDER NOW

Single White	Single Pink	
	Single Red	
	100	1000
2 inch pots.....	\$7.50	\$65.00
2 1/2 inch pots.....	8.00	70.00

April Delivery

C. U. LIGGIT

303 Bulletin Bldg. Philadelphia, Pa.

AMMANN COMING TO BOSTON.
Will Discuss the Proposed National
Growers' Association.

Arrangements have been made whereby J. F. Ammann, former president of the S. A. F., will give his whole time for the next year to the proposed National Growers' Association. Mr. Ammann, who has been elected secretary of the temporary organization, will travel from coast to coast for the purpose of arousing interest in the new organization. It is expected that he will reach Boston about the middle of March, and already preparations are being made for a big meeting at which he will outline the plans which have been formed. It is understood that the method of organization followed by the coal miners will be taken as a kind of working model. So-called "Locals" will be organized in each section, and these locals will have their representatives in the national organization. Several New England growers have already expressed their approval of the project.

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Put up in 5, 10, 25, 50 and 100 pound packages.

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J. EISEMANN, Manager, 14 years head
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Prompt, Efficient Service Guaranteed.

A Card This Size

Costs only 90c. per Week
on Yearly Order

It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order.

FACING RUIN

Plight of Holland Growers Because
of American Quarantine

The following letter from the Royal
Tottenham nurseries of Dedemsvaart,
Holland, gives a pathetic sidelight on
the effect of the American plant
quarantine:

"We hope that your Nurserymen's
and Florists' organizations will take
strong action with Congress in order
to get modifications of the present
quarantine. We fear, however, that
unless these modifications will soon
come it will be too late to save the
position of hundreds of hard work-
ing nurserymen, who are now strug-
gling against ruin. They are fighting
the last fight, and the end will be that
millions of plants, which are badly
wanted in the United States, will
have to be burned and the owners be
totally ruined and come to despair.

"The cost of production of plants
here are at least double what they
were before the war, and the high
value of the Dutch Gilder makes it im-
possible for lots of countries, which
were the best customers in pre-war
times, to buy anything. We went
around Boskoop, Ghent, and other
plant exporting centers and every-
where we found the same sad condi-
tions. It is a heavy moral responsi-
bility which your Federal Horticul-
tural Board has lightly taken up, and
the world will lose much if it will be
impossible henceforth to get lots of
plants, which add so much to make
the lives of people bright.

"According to our opinion your
F. H. Board ought also to prevent any
people entering the United States in
order to prevent diseases among men
to spread. We fervently hope that
the step your committees will take
will meet with the success it deserves
and that common sense will again
rule with your officials, who seem to
at present have the international hor-
ticultural trade by the throat."

The Royal Tottenham Nurseries are
probably the world's largest growers
of herbaceous perennials, which are
shipped to all countries. They have
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4 Main Street, **TAUNTON, MASS.**

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Orders from all except members of
the F. T. D. must be accompanied by
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Regular European sailings now established.
Let us fill your orders for Steamer Flower
Baskets, Corsages and Artistic Boxes of
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341 Madison Ave., New York

S. A. ANDERSON
440 Main St., Buffalo, N. Y.
ANDERSON service means fresh, sturdy
Stock and prompt deliveries in BUFFALO,
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Flowers and Nursery Products
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CLEVELAND, OHIO
Flowers of Every Kind in Season

PHILADELPHIA
CHAS. H. GRAKELOW F. T. D.
Everything in Flowers
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At your service to deliver Flowers
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SONS
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DETROIT, MICH.
Artistic Designs - . . .
High Grade Cut Blooms
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Advertising Florists!
Our Service gives you 50 Advertise-
ments Monthly taken from News-
papers far from your territory.
21 Exchange Buffalo, N. Y. **BETTER ADZ** BUFFALO N. Y.

GENERAL NEWS NOTES.
At a recent meeting of the Lenox,
Mass., Horticultural Society it was
voted to hold its show this year. This
will be quite welcome news to flower,
fruit and vegetable lovers, as these
features of Lenox life and activities
were patriotically omitted during the
recent world war, not alone as a coal
saving measure, but in order to release
manpower for work in munition plants,
in the growing of foodstuffs and other
necessary activities, as well as to fur-
nish fighters at the front. It speaks
for the cosmopolitan makeup of the
men engaged in horticulture locally
that Lenox had representatives from
membership in the local horticultural
society in most of the allied armies.

A floriculture club has been formed
at the Agriculture College, Amherst,
Mass., with these officers: President,
Peter J. Cascio, '21, of Willimantic,
Conn.; vice-president, Robert T. Homes
of Agawam; secretary and treasurer,
R. W. Woodbury, '20, of Newton.

Max Schling
Flowers
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Nothing Better
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"Says It With Flowers"

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ASPARAGUS PLUMOSUS NANUS

We Are Headquarters for
Northern Greenhouse-Grown Seed

1000 seeds...\$1.50 | 10,000 seeds...\$30.00
5000 seeds...16.25 | 25,000 seeds... 68.75

ASPARAGUS SPRENGERI

1000 seeds...\$0.75 | 10,000 seeds... \$5.50
5000 seeds... 3.00 | 25,000 seeds... 12.50

ASTER, QUEEN OF THE MARKET

	Tr. pkt.	Oz.
White	25	1.00
Rose Pink	25	1.00
Blush Pink	25	1.00
Dark Blue	25	1.00
Light Blue	25	1.00
Crimson	25	1.00
Mixed	20	.75

ASTER, CREGO

White	40	2.00
Shell Pink	40	2.00
Rose Pink	40	2.00
Purple	40	2.00
Lavender	40	2.00
Mixed	30	1.50

ASTER, EARLY ROYAL BRANCHING

Lavender	40	2.25
Purple	40	2.25
Rose Pink	40	2.25
Shell Pink	40	2.25
White	40	2.25
Mixed	40	2.00

ASTER, MICHELL'S IMPROVED SEMIPLE'S BRANCHING

White	30	1.50
Shell Pink	30	1.50
Rose Pink	30	1.50
Lavender	30	1.50
Purple	30	1.50
Crimson	30	1.50
Mixed	30	1.50

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Special Price List to Florists and Market
Gardeners. Write for a copy at once—it
will save you money.

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Get Ahead Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds	Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye)....\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White
Farquhar's Ruby Queen	1.75	2.00
Farquhar's Giant Red	1.75	

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed,

1/16 oz., \$1.25; 1/4 oz., \$2.00

LOBELIA. Farquhar's Dark Blue, Dwarf.....1/8 oz., \$0.85; 1/4 oz., \$1.50

PETUNIA. Farquhar's Ruffled Giants Mixed.....1/16 oz., \$4.00

SALVIA SPLENDENS BONFIRE1/4 oz., \$1.00; oz., \$3.75

SALVIA SPLENDENS COMPACTA1/4 oz., \$1.00; oz., \$3.50

SALVIA SPLENDENS1/4 oz., \$0.75; oz., \$2.25

SALVIA ZURICH1/4 oz., \$1.50

VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White,
1/2 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00

VERBENA. Farquhar's Mammoth Hybrids Mixed,
1/2 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00

VINCA. Bright Rose, White with rose eye, Pure White.....1/4 oz., \$0.50; oz., \$1.75

R. & J. FARQUHAR COMPANY
BOSTON, MASS.

BOBBINK & ATKINS NURSERYMEN, FLORISTS, PLANTERS RUTHERFORD, NEW JERSEY

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**BEEF, CARROT, PARSNIP, RADISH and
GARDEN PEA SEED in variety; also other
items of the short crop of this past season
as well as a full line of Garden Seeds, will
be quoted you upon application to**

S. D. WOODRUFF & SONS
82 Day St., NEW YORK and ORANGE CONN.

FOR SALE

THE FOLLOWING GREENHOUSES

One 40 ft. wide by 200 ft. long
One 40 ft. wide by 160 ft. long
One 30 ft. wide by 160 ft. long
One 30 ft. wide by 40 ft. long

The sash of the above is "Cypress."
200 boxes of 16 x 24 double thick glass,
19 lights to a box. Several thousand
feet of pipe from 1 in. to 16 in. Un-
limited amount of valves and fittings.
Several thousand flower pots. Several
boilers. All the above equipment is in
first class condition.

Plans of the greenhouses may be seen
in the office of the firm named below.
For further information on the above
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Just Out The Nursery Manual By L. H. Bailey

An indispensable book for every nur-
seryman. Complete directions for prop-
agating every kind of nursery stock,
with many illustrations. Copies sent
from the office of HORTICULTURE
upon receipt of price, \$2.50.

GARDENERS' & FLORISTS' CLUB OF BOSTON.

Owing to the severe weather, and
shortage and high price of flowers, the
prize exhibition of the Club scheduled
to be held on Feb. 10 has been can-
celled. The Committee regrets to an-
nounce this, but the extraordinary
conditions prevailing rendered this
unavoidable. The annual Carnation
Night will be held in lieu of the exhi-
bition and all growers of carnations
are invited to exhibit and attend this
meeting. Other exhibits than Carna-
tions will also be welcomed and may
be sent direct to Horticultural Hall.

There will be a demonstration of oil
heating for greenhouses by a prom-
inent Eastern oil heating firm.

W. N. CRAIG, Secy.

THE ROSE MIDGE.

How It Works and How to Control It.

Mr. Wm. A. Ross of the Ontario Experiment Station has issued a warning to Canadian florists on the subject of the rose midge, which he claims was introduced from the United States about 1914. He says:

The experience of florists in Ontario and in the United States indicates that this insect, when present, is the most destructive pest with which the rose grower has to contend. Last year in one Ontario greenhouse its depredations caused a loss of \$12,000, and in another \$6,000 to \$7,000.

Nature of Injury.

When abundant, the larvae of the midge—very small whitish maggots—may be found feeding on any succulent part of the rose bush, as, for instance, at the base of the flower buds, within the buds, on the upper side of tender leaves and on leaf petioles. However, the favorite and usual point of attack is on the young shoot in the axil of a leaf petiole. Infested shoots grow crooked and, as a general rule, wither and die. Affected flower buds, when not killed outright, may be so disfigured as to be unsaleable.

Fortunately for the florist, the midge remains quiescent in the soil during the winter, when the most profitable crops are grown. Perpetuals, with strong terminal shoots like those of Killarney, are practically immune. All the Polyantha, Bourbons, Hybrid China, Noisette and Wichuraiana roses appear to be immune. In greenhouses Ophelia and Milady roses are by far the most susceptible varieties. Russell, Stanley, Richmond, Shawyer, Hoosier Beauty, Columbia, Sunburst, are attacked to some extent, and here again Killarney appears to be partly immune.

Life History.

The adult insect is a fragile, two-winged fly, less than one-sixteenth of an inch in length. The female deposits her eggs between the folded leaves of the leaf buds, to some extent in the axils of tender leaves and between the sepals and petals of the blossom buds. Under greenhouse conditions the eggs hatch in about two days. The maggots, as previously stated, feed on the tender tissues of shoots and buds, and become mature in from five to seven days. They then drop to the soil, change to the pupal stage, and

LILY BULBS FROM STORAGE
GIGANTEUM, RUBRUM, ALBUM, AURATUM
MELPOMENE, LILY OF THE VALLEY
Careful storage, prompt express shipment on dates as arranged
Gladiolus Bulbs
For Early Forcing of Finest Size and Blooming Quality
VAUGHAN'S SEED STORE
43 Barclay St., NEW YORK CITY 33 W. Randolph St., CHICAGO, ILL.

THIS SEASON'S NEW ROSES
PILGRIM CRUSADER PREMIER RUSSELL HADLEY
We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.
We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.
Tel., Main 6267 5948 **WELCH BROS. CO.** 282 DEVONSHIRE STREET BOSTON, MASS.

FAMOUS WABAN ROSES
Grown and sold exclusively by
WABAN ROSE CONSERVATORIES
Roses at wholesale; shipped by express anywhere.
Kinds: Russell, Hadley, Ophelia, Premier, Thayer, Brilliant, Killarney, White Killarney. Contracts given for minimum deliveries daily or weekly, with protection in Holiday Seasons.
Write or telephone BOSTON OFFICE, 15 BEACON STREET
Mention this Paper **HAYMARKET 890**

emerge as adult flies in about six days.

The midge is most abundant and destructive during summer. With the coming of autumn it declines in numbers, and by November wholly disappears from the rose plant. It remains dormant in the soil throughout the cold winter months, and does not reappear again until early March.

Control.

The only method of controlling this insect, which has been tested on a commercial scale, and found effective, is: Nicotine fumigation and tobacco dust treatment. Break up the lumps and level the soil to as great an extent as possible. Cover the beds with a coat of tobacco dust, one-quarter-inch to one-half inch thick. Spray the earth walks with kerosene or kerosene emulsion. Fumigate nightly with tobacco smoke until all adult midges disappear.

Kerosene (coal oil), 2 gallons.

Rain water, 1 gallon.

Soap, ½ lb.

Slice the soap, dissolve it in boiling water; pour the kerosene into the hot soap solution and churn the whole vigorously with a syringe or pump

for about five minutes until a thick creamy emulsion is produced. For use, dilute with nine parts of water.

Prevention.

In order to prevent the further spread of this insect, and this at present is our chief object, florists should be guided by the following recommendations:

(1) Whenever possible, growers should propagate their own roses.

(2) New stock should be obtained from non-infested greenhouses.

(3) Rose plants and scions purchased through commission houses or from places not known to be free of midge, should be imported before the end of February. This recommendation is made because such stock, provided it has been planted in November or December, will not have been exposed to infection.

(4) Greenhouse grown roses, brought in later than February, should be carefully examined for Rose Midge injury, and any infested plants should be destroyed. In addition to this, the soil should be washed off the roots of the plant and should then be thrown into the furnace or scalded with hot water or steam.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

I have been interested to note that Maurice Fuld is gradually getting away from his announced determination not to use any illustrations in his catalogues. The spring catalogue which has just come to hand contains a number of pictures, including some of the newer flowers which Mr. Fuld is putting out. To be sure, Mr. Fuld has shown great restraint in this respect, as the number of illustrations is very limited. Yet it is evident that even he is beginning to realize that it is almost impossible to satisfy customers with bare descriptions of flowering plants, or for that matter, of vegetables and garden accessories. They demand an opportunity to see for themselves what the advertised article looks like. Mr. Fuld's catalogue, however, is just as distinctive as in past years, and is obviously growing in size. A number of shrubs have been added to the list of perennial and annual plants. The bits of poetry and selections from garden

writers add to the effectiveness of the catalogue.

It is a matter for congratulation that so many of the nurserymen are beginning to extol the advantages of the hemlocks. The common northern hemlock, *Tsuga canadensis*, is one of the finest evergreens for landscape work in New England, also it makes a splendid hedge. I think that I have already spoken of the hedge of this character which is to be found on the Bayard Thayer estate at Lancaster, and which is a marvel to all who see it.

A close rival of *Tsuga canadensis* is *Tsuga caroliniana*, which after going through several of the severest winters of recent years has proved itself absolutely hardy in this part of the country. Moreover, the Carolina hemlock is an exceedingly graceful ornamental tree, although Professor Sargent, of the Arnold Arboretum, calls it somewhat less handsome than *Tsuga heterophylla*. For more than thirty years the Carolina hemlock has been

growing in the Arnold Arboretum, and now some of the more progressive nurserymen are giving it the attention which it deserves. Undoubtedly both the northern hemlock and the Carolina hemlock deserve a place among the six most desirable conifers for planting in southern New England.

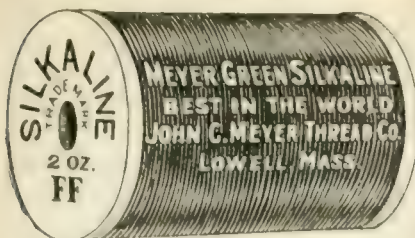
The others which should have a place in this list are *Pinus strobus*, *Pinus resinosa*, *Abies concolor*, *Abies homolepis* or *brachyphylla*. All are native American trees except the last named, which is a Japanese fir of extraordinary beauty. It will be long before this tree is widely disseminated, but there is no reason why the Carolina hemlock should not become a familiar subject on estates throughout this part of the country, and for that matter, in many other sections, for it is a tree which will flourish over a large area.

CARNATION NIGHT IN NEW YORK.

The next meeting of the New York Florists' Club will be held, February 9. It will be carnation night. The Exhibition Committee wishes all carnation growers to send exhibits of either new or standard varieties. Exhibits to be sent prepaid to the Exhibition Committee, 127 West 28th street, New York City.



HEMLOCK HEDGE AT LANCASTER, MASS.



Meyer Green Smilax Thread, \$3.00 per pound.

Green Silkline at \$2.50 per pound, in case lots of 25, 50 or 100 pounds.

Liberal discounts in 500 or 1000 pound lots.

Samples sent on trial free of charge.

Manufactured by the

John C. Meyer Thread Co.
Dept. WW. LOWELL, MASS.

For All Flowers in Season Call on

THE LEO NIESSEN CO.

1201 Race St. Philadelphia, Pa.

EDWARD REID

WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin N. Y.

10,000....\$2.50 50,000....\$11.00 Sample free.
For Sale by Dealers

GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.



Henry M. Robinson Co.

55-57 West 26th Street
and 430 Sixth Avenue

Telephone:

Farragut 13 and 3180

UNJUST DISCRIMINATION.

The Way B. Hammond Tracy Describes the Illinois Quarantine.

Wenham, Mass., Feb. 2, 1920.

There has been much discussion about the European Corn Borer but the Federal Horticultural Board has had it under observation for a number of years and have decided that it is not so very destructive. The Weekly News Letter (copies of which may be had on application to Washington), gave a very good account of how little destruction has been caused. It is easily controlled, and is seldom found on well kept farms. The destruction has been greatly exaggerated, and much of the discussion and the resulting trouble has been brought about by misplaced political efforts.

On October 13, 1919 Florida put into effect the following Quarantine, Rule 43:—

"In order to prevent the introduction into the State of Florida, of the European Corn Borer; a destructive insect enemy of corn and other crops, known to have become established in the State of New York and in New England, the shipment, transportation or carrying into the state of Florida, from the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut and New York and from all other states or countries in which the European Corn Borer may be found to occur of any and all of the following materials is hereby prohibited.

"All broom corn, corn, corn fodder, stover, corn stalks and corn cobs; except shelled dry kernels of corn free from pieces of cobs and stems, corn meal grits and flakes; and the cooked or preserved products of corn.

"All hay, straw, grass and the dried stems, leaves or stalks of grasses and all succulent plants commonly known as weeds (regardless of whether used as feed, bedding or packing materials).

"All manure, and litter of all kinds, except guano and commercial fertilizers.

"All aster, chrysanthemum, gladiolus, golden rod, dahlia and sunflower plants, and all parts thereof, including cut flowers of these species and varieties, except seed and unsprouted bulbs free from soil.

"All succulent plants, including asparagus, bean, carrot, cabbage, celery, grape, lettuce, pepper, potato, rhubarb, Swiss chard, spinach, tansy, tomato, and cucumber plants, and all parts thereof; except potato tubers, seeds as such, and canned, cooked or

H. E. FROMENT

**Wholesale Commission Florist
Choice Cut Flowers**

New Address, 143 West 28th St., NEW YORK
Telephones: 2200, 2201, Madison Square.

WM. P. FORD

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut

Call and inspect the Best Establishment
in the Wholesale Flower District.

WALTER F. SHERIDAN

Wholesale Commission Dealer in

CHOICE CUT FLOWERS

133 West 28th Street New York

Telephone 2200, 2201, Madison Square

E. G. HILL CO.

Wholesale Florists

RIEHOOND, IND.

Please mention Horticulture when writing.

REED & KELLER

122 West 25th St., New York

Florists' Supplies

We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
Florists' Requisites

THE KERVAN CO

Fresh Cut Decorative Evergreens

Highest Standard of Quality. Largest
Stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies

119 W. 28th St., - NEW YORK

WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to
UNITED CUT FLOWER CO., INC.
111 W. 28th St., New York
D. J. Pappas, Pres.

FRANK J. REYNOLDS CO.

Wholesale Florists

Boston Co-operative Flower Market
260 DEVONSHIRE STREET
BOSTON, MASS.

**MICHIGAN CUT FLOWER
EXCHANGE, Inc.**

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

FUTTERMAN BROS.

Wholesale Florists, 102W. 28th St. New York

The Right People to Deal with. Phone Watkins 9761-159 Consignments solicited.

B. A. SNYDER CO. *Wholesale Florists . .*

Hardy Cut Evergreens, Cut Flowers and Florists Supplies

21-25 Otis Street, BOSTON, MASS.

Telephone Fort Hill 1083-1084-1085

WILLIAM F. KASTING CO. Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

Would like to handle consignments from growers of good Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

55 West 26th Street, New York City

Boston Floral Supply Co.

WHOLESALE FLORISTS

DEALERS IN **Cut Flowers and Evergreens**

We manufacture our own Wax Flowers, Baskets, Wire Frames, and preserve our own Cycas and Foliage right in our own factory.

OFFICE, SALESROOMS, SHIPPING DEPT.

15 OTIS STREET

Telephones
MAIN 2574-3525

96 Arch Street

Unknown customers kindly give
reference or cash with order

BOSTON, MASS.

Roses
Carnations
Callas
Sweet Peas

CHARLES E. MEEHAN

WHOLESALE FLORIST

5 S. MOLE STREET

PHILADELPHIA, PA.

Plumosa
Strings and
Bunches
Adiantum
and a full line
of all other
Greens

preserved vegetables or fruit products."

It will be clearly noted how comprehensive is this embargo, restricting the importation of every thing which might in any way carry the insect, and the noticeable exception of dahlia and gladiolus bulbs and potato tubers, in which it is well known the borer cannot be carried and in which it has never been found.

On January 20, 1920, the Governor of Illinois put into effect a quarantine prohibiting "the shipment of corn, broomcorn, celery, dahlias, chrysanthemums, gladioli, and geraniums growing in the said states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, and New York, except seed corn in packages not to exceed one pound and seed corn in bulk, provided it has been shelled and double screened and it is addressed to the Chief Inspector."

Inasmuch as Illinois in an effort to protect the state from the Corn Borer, has put an embargo upon things which do not carry the insect, allowing the importation of any number of plants in which it has always been found, it

looks on the face of it, like a very pointed discrimination against the bulb growers in the Eastern States, brought about through efficient lobbying.

I have given much time and thought to the matter of Corn Borer, since it was brought into prominence through threatened legislation a year ago, have been in close touch with Washington and State Inspectors, and am very free to state that the Illinois state embargo is a very narrow and unjust one, in its action against dahlia and gladiolus growers, since it is well known that the largest growers in the United States are located in the Eastern states.

B. HAMMOND TRACY.

THE AMERICAN IRIS SOCIETY

At a meeting on January 29th at the New York Botanical Garden an enthusiastic assembly of iris growers, both amateur and commercial, formed an organization for the culture and improvement of the iris. Classification, standard form for description and rules for judging are to be immediately considered; a check list embracing over a thousand varieties will be used as a basis for the fine collection to be started at the New York Botanical Garden, this spring. Here the question of nomenclature will receive the chief attention and in other plantings in other sections of the country there will be collected comparative data on adaption to soil and climate and show plantings will be made of the finest varieties.

With hearty cooperation, we can help to increase your business, advise you in the treatment of pests, and aid in many other ways. You may become an active member at \$3.00 a year. Wake up. The iris are coming into their own.

The following officers were elected to serve until the regular annual meeting in the spring: President, John C. Wister of Philadelphia; vice-president, Wm. A. Peterson of Chicago; treasurer, Frank H. Presby of Montclair, N. J.; secretary, R. S. Sturtevant Wellesley Farms, Mass., and as regional vice-president, B. Y. Morrison, Washington, D. C., Mrs. Samuel H. Taft of Cincinnati, T. A. Kenning of Minneapolis Sidney B. Mitchel of California, Floyd Brallior of Nashville, and Dr. F. E. Bennett of Ontario. The directors are Edwin C. Shaw, James Boyd, B. H. Farr, Harry A. Norton, M. J. Hendrickson and Dr. H. A. Gleason.

THE BOILER OF Unequalled Fuel Economy

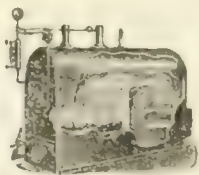
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 406 W. Erie St.
CHICAGO

When You Buy—Get a Kroeschell

3,016,386 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO

Little Talks on Advertising

It is interesting to note the different ways in which florists take advantage of the "Say it with flowers" slogan. Some of them use the slogan in a more or less perfunctory way, as though they felt that it was their duty to insert it in each advertisement, but didn't expect to accomplish much by doing so. Others give it a more prominent position, but subordinate it to the rest of the advertising. Here and there, however, a florist comes out with an advertisement which features "Say

mentary lines, and then the name in large type.

It occasionally happens, too, that a florist makes a display feature of his telegraph service, and it is conceivable that one man in any city might build up a large trade of this kind by proper advertising methods. Apparently the owner of Campbell's Flower Shop, in Lawrence, Mass., holds that opinion, for he has put out an advertisement dealing wholly with telegraph delivery. At the top of the page he has silhouetted pictures showing the various hands through which the order passes,

with us and we will carry out your orders just as carefully if you 'phone them in as though you had called in person.

There was a time when many florists hesitated to develop a large telegraph trade because of the difficulty found in connecting, especially when the receiving florist was in a distant state. Under the rules of the Florists' Telegraph Delivery Association, unpleasant features of this kind are being rapidly done away with. The shipper feels reasonably certain of his check in due time, and accordingly is encouraged to seek for all the telegraph business he can get.

I have said something in the past about the advantages of taking up a single item at a time in one advertisement. Hoffman, the Florist, of Pawtucket, R. I., has adopted this plan, evidently, for in recent copy embellished by a delicately drawn carnation picture, carnations are given sole attention. The wording of the advertisement is worth attention. The display lines are:

"Fragrance of Our Carnations"

The rest of the message in smaller type reads as follows:

"The delicate fragrance of our carnations carries cheer and brightness into the sick room, represents a token of affection to a mother or sweetheart, glorifies the atmosphere of your home. Surely, one of these prime purposes fits your needs. Let us deliver our long-stemmed carnations to you in a crush-proof box."

In looking through "The Blue Flower" gotten out by Henry Penn, I find two or three lines which might contain a hint for an advertiser who was preparing his own copy. One of them is particularly good. It reads:

"When words fail—say it with flowers."

The ending of another sentence might also be adapted for retail advertising. It runs this way:

"One lovely red rose can help more in a time of trouble than many protestations of affection or desires to help."

Carnations, Roses, Chrysanthemums, Violets, Sweet Peas,
New Ferns, Chrysanthemums, Cyclamen, Primroses—In Pots

"Say it with Flowers"

Lafayette Elm
Greenhouses

Member Florists' Telegraph Delivery—
Flower delivered anywhere in the United States.

Parsons Street
Storer Street

TEL. 109-3

The Best "Say It With Flowers" Adv. We Have Seen

it with flowers" in a prominent way. In several instances which the writer has seen of late the national slogan has been almost the only copy used. In the advertisement which is shown on this page the arrangement is one of the best which has come to the writer's notice at any time. If there is any merit at all in this slogan it certainly must be manifested in advertising of this nature and after all, there is something about "Say it with flowers" which seems almost compelling in its invitation to the reader to visit the nearest florist's establishment.

Another florist who is featuring "Say it with flowers" is Hopkins of Brattleboro, Vt. In his advertisement, which is two columns wide and about as deep, "Say it with flowers" takes half the space. Underneath are a few supple-

and the reading matter is put up as follows:

THIS IS HOW
WE SEND FLOWERS
ANYWHERE
BY WIRE

- 1st—You place your order with us.
- 2d—We send order by telegraph boy.
- 3d—The order is telegraphed.
- 4th—The telegram goes on its way.
- 5th—The telegram reaches our co-operating florist who
- 6th—Delivers the flowers.

And it makes no difference where you want the flowers delivered. Whether it is any part of the United States or Canada, they are delivered the same day, if necessary. They are delivered almost as quickly as if they were actually sent over the telegraph wires. Your telephone connects you

SULCO-V.B.

A SULPHUR-FISH OIL-CARBOLIC COMPOUND

The Master Spray of the 20th Century

FOR THE CONTROL OF

THE SAN JOSE OYSTER SHELL and other SCALE INSECTS. GREEN, ROSEY and WOOLEY APHIS—Known as Plant Lice. PEAR PSYLLA, CELERY, ONION and ROSE THRIPS—Known as Plant Fleas. And the FUNGUS SPORES DEVELOPING the BROWN or RIPE ROT of the PEACH, PLUM and other STONE FRUITS. PEACH LEAF CURL. APPLE and PEAR CANKER and SCAB. And many other species of FUNGI SPORES.

Send for the New Booklet Describing

SULCO-V.B.

A combined contact insecticide and fungicide of known reliability

Simple, Sure and Safe — Right in Principle and Price

From your dealer or direct—go to your dealer first

Address COOK & SWAN CO. Inc.145 Front Street
NEW YORK CITY141 Milk Street
BOSTON, MASS.
Geo. H. Frazier, Mgr.**ORCHIDS.**

That which you have which is beautiful bring forth for the joy of the people, as in the Saturday Evening Transcript for January twenty-fourth I read Mr. George S. Sargent's description of Mr. Burrage's orchids and thought of how soon we were all to have the pleasure of seeing them growing as if in their natural habitat in Horticultural Hall. I felt as if I were to have the pleasure of glowing color which one experiences in the old cathedrals of Toledo Chartres and Sainte Chapelle in Paris. There the radiance comes from the wonderful old glass. In March in Horticultural Hall it will come to us in flowers. There has been a little criticism of the money the trustees of the Horticultural Society are to spend in prizes for this one exhibition.

The orchid has been spoken of as the rich man's flower. Perhaps in America it is. But let our imaginations go forth in adventure.

The late war has cost us to a terrible extent in the loss of life and property. What has it brought us? A greater feeling of democracy so that the rich man of the world is happy when he is sharing his pleasure with the people. It has also brought us a sense of internationalism that the world had never known before.

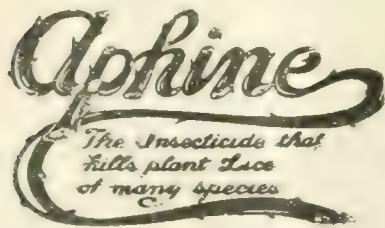
In America the orchid may be the rich man's flower but let our minds go forth to the jungle. Let us take up the white man's burden and give our brown man of the jungle work which he will go forth willingly to do. We do not say to him "Only go forth and kill the lion and the tiger, we want the beautiful wrapping of their skins." We say, "Growing among you are beautiful flowers; if you will get their roots and blossoms for us we will reward you well"

Last summer Dr. Wilfrid Grenfell gave us a most interesting talk about his work among the people of Labrador, of what he and his friends been doing for them. Beside me sat a lady knitting stockings to keep the feet of these people warm. In the course of his talk Dr. Grenfell spoke of the great variety of berries that grow in Labrador. It seemed to me that here was a little way of showing the people there what they could do for us and so of heightening their feeling of self respect, that they too could go forth into the world adventuring.

Because we want to grow in Middlesex County, Massachusetts, the best variety of vegetables, and will send all over the world for their seed, is that any reason why we should not enjoy the beauty of the orchid?

M. R. CASE.

Hillcrest, Weston, Massachusetts.

**The Recognized Standard Insecticide.**

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

SOLD BY DEALERS

Aphine Manufacturing Co.

MADISON, N. J.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/2 Pint, 30c.; Pint, 50c.; Quart, 90c.; 1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00. Direction on package.

LEMON OIL COMPANY

Dept. S. 420 W. Lexington St., Baltimore, Md.

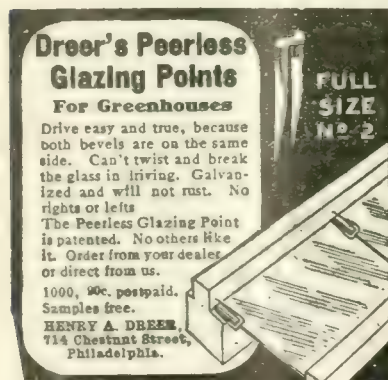
CAMBRIDGE

NEW YORK

World's Oldest and Largest
Manufacturers of**FLOWER POTS****WHY?****A. H. HEWS & CO., INC.**

Cambridge, Mass.

When writing to advertisers kindly
mention **HORTICULTURE**

**Dreer's Peerless
Glazing Points
For Greenhouses**

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts. The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid.
Samples free.
HENRY A. DREER,
714 Chestnut Street,
Philadelphia.



MASTICA
For Greenhouse
Glazing
USE IT NOW
F. O. PIERCE CO.
12 W. BROADWAY
NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty. Last longer than putty. Easy to apply.



USE WIZARD BRAND
TRADE MARK
CONCENTRATED PULVERIZED MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' Standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House Order, or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
34 Union Stock Yard, Chicago



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FLORIST SPECIALTIES
New Brand New Style
'RIVERTON' HOSE

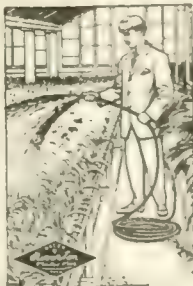
Furnished lengths up to 500 ft. without seam or joint.

The HOSE for the FLORIST

1/2-inch, per ft., 22 c.
Reel of 500 ft., " 21 c.
3 Reels, 1000 ft., " 20 c.
1/4-inch, " 19 c.
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Couplings furnished without charge

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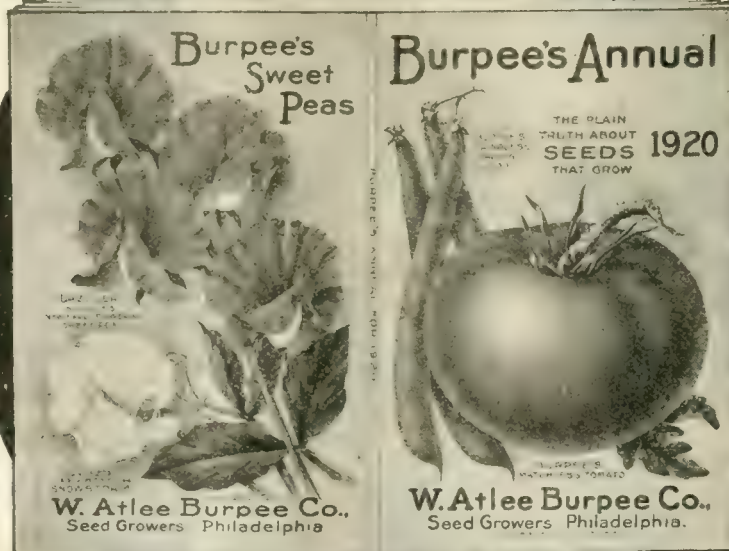
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Wanted from the first day of June to Labor Day, a man capable of taking charge of twenty boys from ten to seventeen years of age through their long summer vacation from school. He should be competent to teach them about soils and the growth of plants in the class room and to superintend their work in the orchard, fruit and vegetable gardens. He must have had some previous experience in the management of boys. The best of references should be sent to Post Office Box 166, Weston, Massachusetts, before a personal interview is granted.

We wish to thank those who have applied for the position at Hillcrest. But so far we have had no applicant whom we think could teach the boys in the classroom and superintend their work in the gardens. We would be glad of further replies.

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HORTICULTURE

Vol. XXXI

FEBRUARY 14, 1920

No. 7

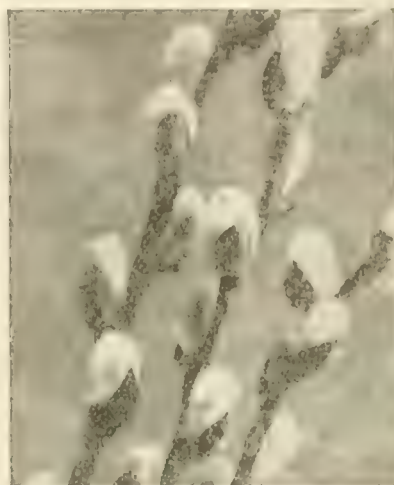
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In wonderfully choice quality, particularly the long, just about the finest we've ever handled.

\$6.00, \$8.00, \$10.00, \$12.00 per 100

DAFFODILS, \$12.00 per 100
PUSSY WILLOW, per bunch of 12 sprays, short, medium, long and extra long, 25c., 50c., 75c., \$1.00

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THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

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Strong plants, 2½-inch pots, \$3.00 per dozen, \$20.00 per 100
Strong plants, 3½-inch pots, 7.50 per dozen, 50.00 per 100
Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

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Elegantissima, elegantissima compacta, 2½-inch	\$0.25
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Muscosa, 5-inch	.75
Elegantissima and elegantissima compacta, 8-inch	2.00
Elegantissima and elegantissima compacta, 10-inch	4.00
Harrisii, 8-inch	3.00
Dwarf, Boston, 8-inch	2.00

If plants are shipped in pots, 10% additional.

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We have on hand for immediate shipment a splendid lot of **Pot Grown Ferns**. All extra good value for the money. Shipped without pots.

	Size	Doz.	100	1000
Bostons	4-in.	\$3.00	\$20.00	\$190.00
"	5-in.	4.50	35.00	325.00
"	8-in.	\$2.50 each		
Scottii	3-in.	1.00	8.00	75.00
"	4-in.	3.00	20.00	190.00
"	5-in.	4.50	35.00	
Teddy, Jr.	5-in.	4.50	35.00	
Cordetta Compacta	5-in.	4.50	35.00	
Crytonum (Holly Ferns)	4-in.	3.00	20.00	
Table Ferns, assorted	3-in.	1.00	6.00	

Alternantheras; Alyssum, double Giant and Dwarf; Begonias, Gracilis and Vernon; Hardy English Ivy; Lantanas, assorted; Heliotrope; Lobelia, Crystal Palace Gem; Moonvines, 2-in. \$2.75 per 100, 3-in. \$3.75 per 100.

Send for Catalogue Cash With Orders

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Nephrolepis Norwood Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

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Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for **SWASTIKA BRAND CANNAS**.
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Elizabeth Leighton Lee, Director

S. A. F. & O. H. Department

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By ordering now, florists in all sections where winter has prevented opening of the ground, can have billboard signs at hand ready for installation when conditions permit. The billboard is a wonderful help in the publicity movement, and is an ornament of no mean order to a florist's establishment, no matter how it is used, and it flashes the message, "Say It With Flowers," as nothing else can. The sign is furnished, to anyone who has an opportunity to make an installation, at the exact cost, \$50.00, to our Publicity Committee, a cost which is about half that of a similar sign ordered by an individual. Shipment is made direct from the factory in Indiana, and freight charges are prepaid. Orders should be sent to the Secretary, accompanied by a cheque for the cost, and instructions as to best route to destination, with name of railroad station. Clubs and other organizations would do well to take up the matter of obtaining pledges for installations of billboards, as a liberal display of them in their communities would be of great service to our history, and help to perpetuate the message of the slogan. We have already noted what has been done by a few prominent organizations in this direction.

Our Publicity Committee is just now in urgent need of further support in the way of funds for a better continuance of the campaign. At present, they are dependent upon the funds pledged by those liberal-minded florists who have lent a hearty support to our project since its beginning and expansion, but with the funds thus forthcoming, we are only able to mark time, and prevent the benefit already promoted from fading away. Without the slightest doubt we can double this benefit by extending our effort, and this, of course, means the expenditure of more money, which must be collected from those whose interests it is to serve. Wherever there is a community big enough to support a florist, that florist's business is increased through the publicity afforded by the campaign. If all florists were to base subscriptions on even a small percentage of their increased business since the opening of the campaign, and would voluntarily send them in to the Sec-

LILIUM FORMOSUM, 7 to 9 and 9 to 10.
LILIUM MULTIFLORUM, 7 to 9 and 9 to 10.
LILIUM MULTIFLORUM GIGANTEUM, 7 to 9.

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BEGONIA GRACILIS LUMINOSA
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We grow nothing but

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Our Novelties are worthy of consideration and the Standard varieties offered are the BEST.

Elmer D. Smith & Co.
Adrian, Mich.

retary, our Committee would not now have to make an appeal, for funds would be ample. But thousands of otherwise astute florists are hanging back, content to let other of their brethren shoulder the expense of this, the greatest and most beneficial movement ever promulgated in the trade, or in few other trades. Unlike other trade slogans, "Say It With Flowers" conveys a message so widely appreciated, that perhaps only one class of people is unaffected by it, and that class has our sympathy and gratuitous service when in need of flowers—the poor and destitute.

Arouse yourself, then, Mr. Non-Subscriber. Help us to help you to still further increase your business by increasing the demand for your products. You should believe in this campaign as you do in your religion, and support it. You share in the benefit resulting, so why not in the expense of conducting it. If you think the matter over at all seriously, you will, afterward, send a cheque to the Secretary for an amount which your conscience dictates you should send.

JOHN YOUNG, Secy

1170 Broadway, N. Y.

HOW MUCH DO YOU POSSESS?


Character is like stock in trade; the more of it a man possesses the greater his facilities for making additions to it. Character is power, is influence; it makes friends; creates funds; draws patronage and support; and opens a sure and easy way to wealth, honor and happiness. Thus said Hawes.

Can you picture our publicity campaign with its high ideals based on character of this nature as just read and doesn't it embody all that is mentioned. Nothing could better express the purpose of our campaign than the words of Hawes and yet we find many who have as yet not seen the way to further the results so well established in so short a period by helping materially, so that the character as well as the business itself will continue to grow and establish further patronage and support.

The S. A. F. has every reason to be proud of its achievement in so short a time and all the contributors will be amply repaid by the increased volume it will eventually cause. It simply means that when we all get behind the movement its benefits will be multiplied more and more.

HENRY PENN,


Chairman National
Publicity Campaign.



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SOW NOW
Salvia, Petunia, Verbena, Salpiglossis, Asparagus,
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BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias,
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Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
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\$50.00.
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*KRIEMHILDE. Pink with white center, very fine cut flower variety.....	1.75	12.00
MME. HENRI CAYEUX. Pink with white center.	4.00	25.00
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RUTH FORBES. Hybrid, mauve pink.....	2.75	18.00
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P. W. JANSEN. Rose salmon and yellow.....	4.00	25.00
*QUEEN WILHELMINA. Best pure white peony-flowered.....	1.75	12.00
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*MINA BURGLE. Scarlet, long stem, free flowering, called by many finest scarlet on the market	2.50	16.00

	Doz.	100
*MME. VAN DEN DAELE. Large flowers, white edged pink, fine form, long stem.....	2.00	15.00
*PRINCESS JULIANA. White, excellent for cut flower purposes.....	2.00	15.00
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*GOLDEN AGE. Sulphur yellow, free flowering..	1.75	12.00
*PRIMROSE DAME. Primrose yellow, free flowering.....	2.75	18.00
*ROBERT BROOMFIELD. Fine large white, tall grower.....	1.50	10.00
*STORM KING. Pure white, free bloomer, long stems, very satisfactory.....	1.75	12.00
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High grade tested stock for the commercial florist, raised by leading Aster seed specialists.

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QUEEN OF THE MARKET. White, Royal white, shell pink, rose, lavender, purple and mixed, $\frac{1}{8}$ oz. 30c.; $\frac{1}{4}$ oz. 50c.; $\frac{1}{2}$ oz. \$1.00; 1 oz. \$1.85.

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MIDSUMMER INVINCIBLE. An all around valuable florists' market sort. White, shell pink, rose, lavender, purple and mixed, $\frac{1}{8}$ oz. 60c.; $\frac{1}{4}$ oz. \$1.00; $\frac{1}{2}$ oz. \$1.75; 1 oz. \$3.00.

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PINK ENCHANTRESS. An excellent midseason branching; $\frac{1}{8}$ oz. 75c.; $\frac{1}{4}$ oz. \$1.25; $\frac{1}{2}$ oz. \$2.25; 1 oz. \$4.00.

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white, shell pink, rose, lavender, purple, crimson and mixed, $\frac{1}{8}$ oz. 40c.; $\frac{1}{4}$ oz. 75c.; $\frac{1}{2}$ oz. \$1.35; 1 oz. \$2.50.

LATE MIDSEASON.

CREGO GIANT COMET. A strain selected for very large flowers with finished centers; white, shell pink, rose pink, lavender, purple and mixed, $\frac{1}{8}$ oz. 35c.; $\frac{1}{4}$ oz. 65c.; $\frac{1}{2}$ oz. \$1.25; 1 oz. \$2.00.

LATE.

LATE AMERICAN BRANCHING. White, shell pink, rose, lavender, purple and mixed, $\frac{1}{8}$ oz. 35c.; $\frac{1}{4}$ oz. 65c.; $\frac{1}{2}$ oz. \$1.25; 1 oz. \$2.00.

IMPERIAL DAYBREAK (very fine). Clear shell pink. IMPERIAL LAVENDER DAYBREAK (beautiful lavender shade, very popular), branching habit; both of the above at $\frac{1}{8}$ oz. 75c.; $\frac{1}{4}$ oz. \$1.25; $\frac{1}{2}$ oz. \$2.25; 1 oz. \$4.00.

For very late blooms of Imperial Daybreak and Lavender Daybreak sow late. Excellent cut flowers can be had well into the Fall.

VERY LATE

AUTUMN GLORY. The very best shell pink late variety. Follows late branching type. $\frac{1}{8}$ oz. \$1.00; $\frac{1}{4}$ oz. \$1.50; $\frac{1}{2}$ oz. \$2.75; 1 oz. \$5.00.

L. J. REUTER CO. Plant Brokers 15 Cedar St., WATERTOWN STA. BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

PHILADELPHIA.

The Locust street greenhouses at Oxford are now being operated by the estate of J. H. A. Hutchison (the late owner) who died January 10th. It is reported that the greenhouses are likely to change hands about April 1st, 1920.

John Elliott, who operates a greenhouse at Willow Grove was seriously

hurt by a boiler explosion on the 19th inst. and had to be taken to the Abington hospital. The Willow Grove enterprise is a side line. Mr. Elliott is connected with the Heacock establishment at Jenkintown most of his time.

The Wilson place at Oxford has been bought by R. M. Patterson, who is running it along similar lines.

Harris & Holden has opened a greenhouse in Wilson, N. Y.

NEWS NOTES.

J. J. Higgins has opened a handsome new store at 273 Yonge St., Toronto. The new quarters are noticeable for space and a feature is a large work room.

The new officers of the New Haven County, Ct., Horticultural Society are: President, Alfred E. Doty, Vice-President, C. Lewis Alling, Treasurer, David Kydd, Secretary, William J. Rathgeber.

HORTICULTURE

Vol. XXXI

FEBRUARY 14, 1920

No. 7

THE TALK OF THE TRADE

I had quite a nice talk with Carl Hagenburger while in Chicago and succeeded in getting what I went after. I doubt if very many florists in the country know just how he succeeds in having for market in the fall and through the winter such fine plants of his different cherries and always in the small sizes. I know anyone can grow them large, but that isn't what we want. The storeman likes the small plants, three to four and one-half inch pots, and I made up my mind some time back that I would try to get Mr. Hagenburger to give me the secret of growing these in small sizes. Here it is; it isn't much, it isn't complicated, it is simply what anyone can do if they wish.

Don't pinch. From the time the seed is sown until marketed, the plants should never be pinched. Mr. Hagenburger sows his seed during January, carries them along in small pots until the ground is open, and then plants into the field in rows the same as you would plant field-grown carnations, and avoids always heavily fertilized ground. As a matter of fact, cherries do better when grown on a light sandy soil with very little feed. In the fall when the plants are taken from the field they are immediately potted, and if there is a little bottom heat they will do better, as this will stop them from dropping the foliage.

Of course they can be raised from cuttings but do not give such an even well-shaped plant. I counted several of the plants that he had on exhibition at the Chicago show; for instance, he had one plant in a four-inch pot that carried 66 berries. The plant stood only about six inches above the pot with very close to a twelve-inch spread. Another one in a three-inch pot stood four inches above the pot, spread close to seven inches and carried 37 berries. These were of his new variety Holly berry, which is a seedling of Cleveland crossed with Melvinil. The berries are somewhat smaller than Cleveland and a trifle darker in color, very close to the true holly berry color.

Carnation Ruth Baur gives great promise for the commercial grower and I certainly hope it fulfils all the predictions I have heard made. Not one of the carnation experts with whom I have talked has failed to express himself favorably towards this new variety, and if it comes anywhere near to filling the good promises made, it will be a welcome addition to the list. Being a cross between Northport and Pink Delight, it has good parentage. You will remember that Northport was a very good grower; as a plant it had good commercial points, being a mighty strong grower in every way. We all know the good points of Pink Delight, and as to color, it comes into a class where a good one is needed. A good Gloriosa pink shade will find a ready welcome. From all indications now, Ruth Baur will be heavily grown for a number of years to come.

The Retailers' Night of the Boston Florists' Association has brought to my mind a number of points which I am going to bring out at the risk of starting an argument with either or both sides.

To begin with, the strong complaint from the retailers seems to be against the salesmen selling at retail in the market. As a matter of right or wrong, I think the salesmen are wrong. It is a practice which is not indulged in among wholesale markets in general. It isn't deemed wise or fair in many other cities; in fact in some places wholesalers catering to the retail store trade would find themselves in difficulties very soon if they followed out this practice.

On the other hand, isn't the retailer making quite a big story of this particular point? We will admit that it is wrong, but these discussions were started for the sake of helping conditions in general, and it isn't going to help matters such a great deal if only one small point is worked on and more helpful ones forgotten. I wonder if the grower, who is the one mainly to be considered, hasn't a right to expect a strong cooperation with the retailer? Cut flowers must be high in price under present conditions. While the market is high, matters come nearer to adjusting themselves than when the Spring, summer and fall months come along and there is an oversupply. How about devising ways and means of



CARNATION RUTH BAUR.

moving the heavy crops that prevail for more than half of the year and moving them at better prices.

I am reminded of several florists of other parts of the country who to my mind are doing a great deal to help the grower; for instance, there is one who has two stores. One caters to a high-class trade,—fancy automobiles, drivers in uniform, door men in uniform and all the other fancy touches that go to please the wealthy customers are made use of. This florist holds to a more or less high price regardless of how the market goes, but he also runs a branch store under a different name and takes advantage of every flower or plant that happens to be in heavy supply and pushes it through this branch store. Special sales of carnations at 75c., \$1 and \$1.50, roses at low prices, in fact any flower or plant that can be bought in quantity to help clear the market and pushed out at a small profit is handled through the branch store. A few stores of this kind in every city would do a great deal of good.

Then again I think of another prominent florist, one with a broad way of looking at conditions, who also maintains branch stores. He has a number of them, several catering of course to the fancy trade with all of its frills, and quite a good part of the price for every dozen carnations or roses can be credited to service and its trimmings, but he also has a "Cash and Carry" store; no charge accounts, pay for the flowers and take them along with you. The parcel is done up neatly, but no elaborate trimmings are made use of. Another of his branches is mainly a plant store, and then again he has a store situated in the negro section and every employee in that store is a colored person. Now all of these stores are under one head, but they are not recognized so by the public.

Again we have the far Western florists who really seem to have a broader way of handling the cut flower business than what we understand in the East. Florists in small towns in such states as the Dakotas, Kansas and others that we think of as almost Western wilderness, we find to be decidedly up to date. Special sales are held of whatever may be plentiful in the great Western markets, particularly Chicago, as this is a natural feeding ground. Small cities of from twenty to thirty thousand population are so well educated into the use of flowers that in one case I heard of one of these towns using two hundred orchids per

week for several weeks. They sold at a fair price at wholesale in Chicago and were moved out to the retail trade at a good profit. Those florists out there are continually on the watch for anything that they can buy in quantity as soon as the market breaks, and help to use it up, which of course is a great help to the growers.

The florist in a section who will persist in selling carnations at \$1.50 per dozen when he has to pay \$10 per hundred for them is simply forgotten and ignored if he won't listen to reason, for the other fellow goes right along with a legitimate price and looks out that his service is of the best quality, and sooner or latter the low price florist finds his mistake.

Another point that is causing a lot of hard feeling is the habit of buying stock from private estates. This doesn't seem right and the commercial men cannot be blamed for objecting strongly to this practice. I don't believe that fault finding is going to do a lot of good; good results can only be accomplished by selling flowers, and that means selling them when they are plentiful. Anyone can sell them now, and whatever price they will bring comes pretty near to being legitimate. Boston retailers have not paid any more than other Eastern markets, not so much in some cases.

Before I stop, I want to say just a little word against the practice of the growers this year. When the market is high it doesn't seem hardly the best plan to take part of the small amount of stock coming into Boston and send it out to other towns. Take for instance the big Chicago market which carries a pretty good level month in and month out. If any of our New York friends have gone into Chicago at any time for a number of weeks past and tried to buy stock above the market, in many cases they would have been refused. The Chicago houses would say "No, we haven't enough to go around for our regular customers," so I doubt if the outsider would have been able to buy enough to make it any decent sort of a speculation.

TO CHARGE FOR BOXES.

Notice Sent Out by Wholesale Florists of Boston.

Wholesale florists of Boston are to follow the example of wholesalers in other cities and charge for boxes. They are sending out the following notice:

Owing to the prevailing conditions and on account of the increased cost of boxes and overhead expenses we, the undersigned, **WHOLESALE FLORISTS OF BOSTON**, will be compelled

to charge for boxes. **BOXES ARE NOT RETURNABLE.**

We have very carefully considered the situation and we are not charging the extra cost of boxes on flowers, as our sales are based on prevailing market prices.

Yours very truly,

H. M. ROBINSON & Co., Inc.

B. A. SNYDER Co.

N. F. MCCARTHY Co.

DOLANSKY-McDONALD Co.

BOSTON FLORAL SUPPLY Co.

WELCH BROS. Co.

Wholesale Florists.

THE FLOWER MARKET

There has been no break in the market as yet and naturally would not be until after Valentine Day. Supply and demand are just about equal, and both were cut down by the severe storm.

Roses and carnations and other standbys are still on the scarce side and remain high in price but with the lengthening days and more sunlight a change is in order very soon. Very few of the shorter grades of Beauty roses are arriving and the long stemmed are still bringing from one to one and a half. Russells, Premiers, and Columbias are more accommodating in the lower grades but the demand runs more to the shorts, which tends to keep the price high there as also in the better flowers. Hadleys and Hoosiers are conspicuously off-crop. Ophelia, Killarney, Maryland and Jonkheer, are in fairly good shape. In Philadelphia carnations start at fifteen but on the fine ones like Pink Delight, Mrs. Ward, Benora, Laddie, etc., they reach the twenty mark. Sweet Peas are very fine and are the great standby in moderate priced work. Orchids continue in good shape, the cattlys being now backed up by some very good, fancy varieties of *Cypripedium*.

In Boston the average price on roses is twelve cents for cheap stuff and thirty-five cents for good quality. Carnations sell for ten and fifteen cents, and specials at twenty. These are just about the same prices as prevail in New York, Buffalo and Pittsburg. In Boston callas are \$3 and \$4 per dozen; in other markets they run a trifle higher. Sweet peas sell in Boston for three and four cents, and some with extra long stems at five. About ten thousand came into one salesman Wednesday morning after being held up by the storm, but they were moved without difficulty. In New York, peas are selling up to six cents but in other markets are a cent or two lower.

Freesias run four to eight cents in Boston and New York, but better prices have been obtained in Pittsburg. Violets run about two dollars.

THE
BOILER OF

Unequalled Fuel Economy

Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1919.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

Kroeschell Bros. Co.,

466 W. Erie St.
CHICAGO

Little Talks on Advertising

Last week mention was made of the excellent manner in which Campbell's Flower Shop, in Lawrence, Mass., features the telegraph delivery in its advertising. I am glad to find that other florists are beginning to appreciate the possibilities of enlarging their business in this way. Now that the national campaign is being carried on to popularize flowers and to get them into the hands of people who have never bought them freely before, it behooves florists everywhere to assist in the general movement. Now the Florists' Telegraph Delivery Association offers one of the best mediums by which florists may gain new business and no money is lost which is expended for the purpose of informing the public about telegraphing flowers. It is seldom that so much space is given to this feature as in the Campbell advertising, but perhaps other florists will follow his example.

Sawyer, the Florist, of Clinton, Mass., has a very good double column advertisement in the papers of his own city. In this advertisement the Florists' Telegraph Delivery Association is played up in large type. Mr. Sawyer goes on to say, "We can deliver guaranteed flowers in any city or town in United States or Canada by telegraph on very short notice. We would be pleased to tell you about this service." Mr. Sawyer also lays considerable emphasis on "Say It With Flowers," which is used at the top of his copy.

Henry Penn, of Boston, has made rather ingenious use of one of the illustrations adopted by the S. A. F. for its magazine campaign. It is the picture which shows a young man in front of a florist's shop handing a bouquet of roses to an attractive young woman. A simple outline has been made at the front of the picture to suggest an automobile in which the young woman is sitting, and the name "Penn" has been lettered on the door of the florist's shop. "Say It With Flowers" stands out with great prominence.

All this kind of advertising is of

course more or less general in character. Its effect is bound to be of value when it is continued with regularity so that the name of the florist becomes fixed in the mind of the person reading it, and the average advertiser does not realize how important this is. Just the other day I heard of a man in a suburban town who wanted to make a purchase quickly but never before had patronized a local dealer. Instantly, however, there came to his mind the name of an advertiser who had kept his copy running steadily. He even remembered the phone number and the order was placed at once. Very likely it will be followed by other orders.

When, however, a florist desires to advertise only intermittently, or for the purpose of moving surplus stock, or increasing trade in a dull week, it is much better for him to make a specific offer which will bring immediate results. Such an advertisement was recently put out by J. Albert Brodrib, of Hartford, Ct. Mr. Brodrib uses generous space for the following announcement in display type:

SPRING FLOWERS

- Freesias\$1.00 a bunch
- Violets 1.50 a bunch
- Sweet Peas 1.00 a bunch
- Narcissus 1.50 a dozen
- Mignonette 2.00 a dozen
- Pussywillows20 a bunch

FLOWERING PLANTS

- Freesias\$1.00 each
- Cyclamen 1.00 each up
- Cinerarias 1.50 each

There is just one criticism which might be made. It would seem better if "Narcissus" were put in the plural, "Narcissi," to correspond with the other flowers in the list.

At the bottom of his advertisement, Mr. Brodrib uses a slogan which is catchy and clever. It reads:

"We are as near to you as your telephone."

It would seem, however, as though it were a mistake not to have the tele-

phone number of the store appear in the advertisement. The telephone number should be used always if possible. And it is a great asset to florists to have a number which is easily remembered.

To go back once more to Penn's advertisement, we find a little line at the bottom which reads:

"Boston's flower phone—Beach 6900." This line in itself is worth not a little. Florists should make every effort to prevent having their telephone numbers changed also, because a single change may mean a considerable loss in business.

NEWS NOTES.

John Duhn, landscape gardener on the estates of well-known residents of New York and Connecticut for almost half a century, died recently in his home on North street, Greenwich. He was 81 years old. Mr. Duhn had been in charge of the estates of William Rockefeller, on the Boston Post road; Commodore E. C. Benedict and the late Thomas Canary. He leaves a widow.

Howard W. Vose, an Attleboro, Mass., florist, is dead at the age of 35 years. He was born in Lincoln, R. I., and established himself at Attleboro, eight years ago.

M. M. Dye of Salamanca, N. Y., has taken G. A. Hale into partnership. The firm name will be Dye & Hale.

The New Bedford (Mass.) Horticultural Society has elected the following officers: President, Leonard J. Hathaway, Jr.; Vice-president, Joseph A. Nolet; Financial Secretary, Walter K. Smith; Secretary, Jeremiah M. Taber; Treasurer, Walter A. Luce.

At a recent meeting of the Knights of Columbus at Lowell, Mass., James J. MacManmon, the florist gave a very interesting talk on his recent visit to Ireland.

James Alexander, Jr., a well known florists of Poughkeepsie, N. Y., died recently. Doctors think his trouble was due to inhaling paint fumes when decorating flower boxes.

HORTICULTURE

Established by William J. Stewart in 1904

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No. 7

PUBLISHED WEEKLY BY
HORTICULTURE PUBLISHING COMPANY
 78 Devonshire Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor.
 Telephone Fort Hill 3694

ADVERTISING RATES:

Per inch, 30 inches to page..... \$1.25

Discount on Contracts for consecutive insertions, as follows:

One month (4 times), 5 per cent.; three months (13 times), 10 per cent.; six months (26 times), 20 per cent.; one year (52 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

To comply with a new Post Office requirement, when writing to HORTICULTURE, please use the following form:

HORTICULTURE, 78 Devonshire Street, Boston 9, Mass.

The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

One difficulty follows so closely upon the heels of another that growers and florists find themselves forever wondering what is going to happen next. Just now it is the coal situation which bothers them. To be sure there are many growers who were forehanded or fortunate enough to get in a considerable surplus. There are many others, on the contrary, who have only enough coal to last them for a few weeks. Of course the storm caused much delay in handling and the railroads have not been behindhand in seizing coal on the road if necessary to keep their trains going. The possibility of a railroad strike is the bugaboo looming on the horizon. It is the extremely cold weather, though, that has caused much of the trouble. In general, the growers have consumed 25 per cent. more coal this year than ever before. Several of those who thought they had enough coal to carry them until next summer are finding the bottom of the bins has already been reached.

Just at present the florist industry is in what might be called a state of fluidity.

By that is meant that in many ways it is changing, old customs being broken up and new methods constantly being introduced. For the most part these changes are for the betterment of the industry and are brought about through an enlarged business perspective on the part of growers and dealers alike, as well as by a reaction to the general tendency of the times towards greater publicity and more economical office methods. It is to be hoped that while this period of transition exists the trade will not overlook the opportunity to improve its system of handling accounts and in altering certain business practices.

There is a general feeling, for one thing, that bills should be paid much more promptly, thus doing away with costs of collection which sometimes amount to a much larger figure than would be expected. This bugbear of slow collec-

tions has existed for a long time in the trade. There is no reason why it couldn't be done away with in a large measure with the result that the whole industry would be better off. Slow accounts often make a serious drag and impede the progress of enterprising concerns.

Another question which has come to the fore, especially in the East, deals with the expense of packing flowers for shipment for a considerable distance. Many wholesalers are firm in the opinion that the boxes themselves should be charged for. It is understood that in most places such a charge is made, and this is now true in New England. The boxes used often cost a dollar apiece, and the shippers say that this charge should be borne by the buyer. The packing expense will still fall upon the shipper, making perhaps an even arrangement. No doubt retailers will have arguments on the other side.

It should be one of the efforts of the various local florists' organizations to thresh out these questions in open meeting. As it is now there is much quiet and decided talk on the side, but all too often such problems are side stepped when a general discussion might lead to a satisfactory solution. Certain it is that the local organizations should devote themselves largely to these practical matters and not hesitate to deal with them, because to do so may seem like treading on dangerous ground.

The fact is that in spite of the high prices which have prevailed in the past year, profits in many instances have not been much greater than in former times. Only recently a very successful wholesaler was heard to say that his percentage of profit was no greater than four years ago. The fact is that production costs have grown at a surprising rate, notwithstanding an assertion recently made that the increase in the price of florists' supplies has been smaller than that in almost any other important industry. In any event it is time now to prepare for conditions which are certain to change in one way or another before long. There was never a better time to get the industry on a good economical business basis and to work out the problems which have long proved a source of irritation and in some instances of loss.

This does not mean that there will ever come a time when competition will not prevail or when there will not be local jealousies and individual differences, but it does mean a readjustment which will give a sounder economic foundation for the industry and eliminate some of the questionable practices which have grown up in the past.

What will the end be? The Federal Horticultural Board at Washington seems to have gone quarantine mad. The members of the Board must see bugs everywhere.

Indeed, they must dream bugs, unless they lie awake for fear bugs will get them if they go to sleep at all. Now the Board contemplates a quarantine of all foreign countries on account of the European corn borer. A hearing on the proposition is being held as we go to press. Moreover an announcement has just come in of another hearing a little later about a quarantine against Mexico. Furthermore, the Board gives notice of public hearing to consider the advisability of quarantining Asia, Japan, Philippine Islands, and Oceania on account of dangerous plant diseases and insect pests, including Japanese apple cankers, Valsa mali and Diaporthe mali, blister blight, Taphrina piri, and rusts, Gymnosporangium Koreaense and G. photiniae, and injurious insect pests, including the Oriental fruit moth, the pear fruit borer, the apple moth, Psylla pyrisuga, Lecanium glandi, and Lecanium kunoensis, new to and not heretofore widely prevalent or distributed within and throughout the United States.

As we inquired at the beginning, what will the end be? Can anybody tell?

"You in your small corner and me
in mine."

H. F. Michell Co. do not have much surcease from the rush in their retail store from year's end to year's end, but what little they have comes in January. This year they have utilized the breathing spell in putting in a new cashier's department on the retail

floor at 5th and market and in moving the private office of Fred Michell Sr., and Fred Michell Jr., from the street floor to more commodious quarters in the rotunda. The Michell store has long been a model one and they are all the time adding another little touch to it for the benefit of all concerned.

The H. W. Doughten Co., of Moorestown, N. J., and N. Y. City, who make a specialty of grass and clover seeds at wholesale have just opened a new branch. This is at 216 South Front street and occupies the whole building with the counting rooms on the second floor. Mr. Fred Horton, late of P. B. Mingle & Co., is the Philadelphia manager.

The Stokes Seed Co. have closed their store on Market street and moved to Moorestown, N. J., where they have their growing establishment and will operate as the Stokes Seed Farms Co.. The Floracraft Gardens at the same place, are now being run by Anna Taylor Stokes, widow of Walter P. Stokes. There is a considerable range of glass and a specialty is made of plants and cut flowers for the Philadelphia market.

Robert Lockerbie moves to Greenville, S. C., to associate himself as a partner in the Greenville Florist Co. This makes an opening for a good grower and manager for Mr. Lockerbie's present place—the Belk Greenhouses at Charlotte, N. C. Applications may be sent to Mr. Lockerbie.

Recent Philadelphia visitors include James F. Fox, Milwaukee, Wis., and A. L. Barber, Cleveland, O.

BOUVARDIA

There is always a shortage in

BOUVARDIAS

WHY NOT ORDER NOW

Single White	Single Pink
Single Red	
	100 1000
1/2 inch pots.....	\$7.50 \$65.00
1 inch pots.....	8.00 70.00
April Delivery	

C. U. LIGGIT

303 Bulletin Bldg. Philadelphia, Pa.

ORCHIDS

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL, Summit, N. J.

When writing to advertisers kindly
mention **HORTICULTURE**

TO FIGHT ROSE ROOT BEETLE.

Professor J. G. Saunders, head of the Plant Industry Board of Harrisburg, Pa., has arranged with the Federal Horticultural Board at Washington to place an expert in all greenhouses in the Philadelphia district where roses are grown to fight the rose root beetle. It is announced that the agent will be maintained by the State Agricultural Department of Pennsylvania, but will be paid by the government.

VICTORY FERTILIZER

Perfectly balanced and adapted to the needs of the market garden and conservatory.

Put up in 5, 10, 25, 50 and 100 pound packages.

Prices Right—Deliveries Prompt—

Results Satisfactory

"VICTORY" MEANS VICTORY IN YOUR GARDENS

International Products Corporation

9 HAMILTON PLACE, BOSTON

Tel. Beach 3162



"The Telegraph Florist"

Member of Florists' Telegraph Delivery

**124 TREMONT ST.
BOSTON**

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery
Association

WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.
Member Florists' Telegraph Delivery

**Providence, Rhode Island
Johnston Brothers**

LEADING FLORISTS

38 Dorrance Street

Member Florists' Telegraph Delivery

**Quality and Reliability
WARBURTON**

FALL RIVER, MASS.

Deliveries of Flowers and Plants
in FALL RIVER and contiguous
territory.

The Beacon Florist
7 Beacon Street, **BOSTON**
Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

A Card This Size

Cost only \$1.00 per Week
on Yearly Order

It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order.

**Flowers Under
Glass**

Grevellia Robusta is another plant which is useful in spring at the time when porch boxes are being made and cemetery urns filled. The variety known as Silk Oak also makes a good house ornament and retailers find a ready sale for it. Sow the seeds now where it will have a little bottom heat. They germinate quickly and like a temperature of 60 degrees at night. They must be kept shaded and moist at the beginning, but soon can be given full sunlight. Pot them up in two-inch pots, in which they will make roots rapidly, and when they are well established you can grow them along rapidly in a temperature of 55 degrees. Later, of course, they will need to be shifted to larger pots.

This is also a good time to sow fern spores, but remember that you need a particularly porous soil for them. Good drainage, too, is of the utmost importance. Many growers always use a covering of glass as well as extra shade until growth appears. They should be grown well up to the glass and pricked out when large enough. The growing ferns will need a good compost, which may well consist of fresh loam in two parts, leaf mold and sandy peat, one part each. When potting up both the small and the larger ferns remember that they resent having the soil worked too firmly around the roots. Of course, all ferns need an atmosphere which is filled with humidity, although there should be no dripping of moisture on the plants, and a 60 degree temperature suits them well. One way of handling the pans after seed has been sown in order to supply moisture is to sink them to the rim in a tub of water. These directions are of a general nature, and of course, practiced fern growers use somewhat different methods in handling the different varieties, a few of which are somewhat whimsical as to temperature, moisture, and soil.

CAMBRIDGE, MASS.

581 MT. AUBURN STREET
HAROLD A. RYAN, Inc. Member
F. T. D.

BROCKTON, MASS.

Belmont Flower Shop Member
F. T. D.

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass.

LAWRENCE - - MASS.

A. H. WAGLAND

We Cover

LAWRENCE, METHUEN, ANDOVER,
NORTH ANDOVER, SALEM, N. H.
and Contiguous Territory
Member of F. T. D.

BEVERLY, MASS.

BEVERLY FLOWER SHOP Member
F. T. D.

MALDEN, MASS.

J. WALSH & SON Members
F. T. D.

HALL, The Florist

Telephone 1422

4 Main Street, **TAUNTON, MASS.**
National Florist for Taunton and Vicinity



GUDE BROS. CO.
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Easter coming fairly early this year, April 4, some of the plants which are much in demand then will need to be kept growing rather rapidly. This applies especially to Acacias. Yet even Acacias must not be kept too warm. From 40 to 45 degrees at night will be about right as a rule. It is very important that they are kept from drying out at the roots, and they will need a good overhead syringing every fair day. Also the matter of ventilation must not be neglected. Cuttings can be started in a cool propagating house and will root readily, producing good plants for the market. Pot them up in 2½-inch pots and pay particular attention to the soil, for Acacias like a mixture of loam, fibrous peat and sand in equal parts.

COMING EXHIBITIONS.

March 15-22, New York—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

March 24-28, Boston, Mass.—Exhibition of orchids and other plants of the Massachusetts Horticultural Society at Horticultural hall, William T. Rich, secretary, Horticultural hall, Boston.



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A free lecture on "Vegetable Gard-
ens" will be delivered by Mr. Adolph
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8.15 p. m., at the American Museum of
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chase of vegetables forms a consider-
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200 boxes of 16 x 24 double thick glass,
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CHICAGO FLORISTS' CLUB.

There was a remarkable increase in attendance at the meeting on Feb. 5, this occasion being the annual Novelty Exhibition of this organization.

The following applications for membership were presented:

C. A. Wrizley, Supplies, 130 N. Wells St., Chicago, Ill.; Robt. Koehler, Seedsman, 172 N. Wabash Ave., Chicago; Vincent Neil, Seedsman, 172 N. Wabash Ave., Chicago; H. W. Miller, Florist Supplies, 324 W. North Ave., Chicago; Herbert Stone, Retail Florist 4011 Milwaukee Ave., Chicago, Ill.

Elected to Membership.

Ralph B. Howe, Seedsman, 231 W. Madison St., Chicago; Wm. F. Collins, 1457 E. 70th St., Chicago; Walter G. Poehlmann, Florist, Morton Grove, Ill.

Mr. C. W. Johnson, Chairman of the Committee on Convention Arrangements presented a complete report in detail covering expenses incurred in connection with the Convention of the American Carnation Society and the Illinois State Florists Association.

The funds to carry on this work were raised by subscription.

Mr. Johnson also presented a supplementary report in behalf of Mrs. C. L. Washburn, Chairman of the Ladies' Reception Committee. A rising vote of thanks was extended to Mr. Johnson and Mrs. C. L. Washburn for the able and efficient manner in which they conducted this affair.

Vice-president A. T. Pyfer presented a report of the S. A. F. & O. H. Directors' Meeting which was received with great interest.

Report of Judges.

Vase of Rose Queen sweet peas grown by Gustav Swenson, Elmhurst, Ill., honorable mention; Vase of Mignonette, extra fine spikes, grown by Chris Blameuser, Niles Center, Ill., honorable mention; Vase of new rose, Frank Dunlop, grown and exhibited by John H. Dunlop & Son, Ltd., Toronto, Canada, showing exceptionally fine grown specimen blooms on extra heavy stems, fine foliage, also smaller vase of the same variety, awarded the club's certificate of merit; Vase of Rainbow Freesia showing variety of color, exhibited by Peter Pearson, Chicago; Vase of narcissus, Sir Watkins, Emperor, Bicolor Victoria, from American grown bulbs, grown and exhibited by Peter Pearson, Chicago, honorable mention; Vase of the "Ball" Giant Calendula, showing large full double flowers of deep orange color on long stiff stems and good foliage, certificate of merit.

The judges were Wm. J. Keimel and Albert Erickson.

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Gladiolus "White America"

A seedling of "America," having same habit of growth, form of flower and substance. Color—buds flesh-white opening clear white, with a slight mark of blue in throat.

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We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

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GENERAL NEWS NOTES.

The new quarters of Roman J. Irwin, the wellknown plant broker of New York, are at 321 Sixth Ave., on the third floor.

Max Schling, D. McKenzie and A. M. Schneider have incorporated the Crestwood Greenhouses, New York, with a capitalization of \$10,000.

J. F. Fritz, long connected with the Vaughan Seed Store in Chicago, is now with the Everett R. Peacock Co.

The J. K. Rugowski Seed Co., has been incorporated at Manitowoc, Wis. The capitalization is \$100,000. Mr. Rugowski has two new asters to his credit. They are called Pure Honor and Meritorious Pink.

DREER'S CANNAS

This season we harvested the finest and largest crop of Cannas that we have ever grown.

KING HUMBERT

And all the other good varieties you should have are included in our list and the roots are heavy and firm.

PRICES: The prices quoted are for dormant roots, which can usually be supplied until about the first of April, after which pot plants will be sent out and in which the advance in price will be as follows: All varieties listed at \$7.00 or less per 100 will be supplied in pot plants at \$8.00 per 100 or \$70.00 per 1000, and on varieties listed above \$7.00 per 100 there will be no change in price between dormant roots and pot plants.

All have green foliage unless otherwise specified.

TWELVE SPECIAL VARIETIES

Carmine Beauty. Deep bright carmine flowers freely produced high above the heavy dark-green foliage which has a narrow red margin. 1½ ft. 15 cts. each; \$1.50 per doz.; \$10.00 per 100; \$90.00 per 1000.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety. 3½ ft. 10 cts. each; \$5 cts. per doz.; \$6.00 per 100; \$50.00 per 1000.

City of Portland. A wonderful bright rosy-pink, much deeper in color than Mrs. Alfred Conard or Hungaria; a free-flowering, vigorous grower. 3½ ft. 20 cts. each; \$2.00 per doz.; \$12.00 per 100; \$100.00 per 1000.

Fairy Queen. The dwarf, compact plants of this distinct novelty are covered with flowers from spring until fall. The plant rarely exceeds 3 feet in height. The flowers, of a clear rose-pink, are of medium size, good substance and borne upright on stout stems in great abundance. Each flower has a distinct cream-colored border.

We believe Fairy Queen will become one of the very popular Cannas. 60 cts. each; \$6.00 per doz.; \$50.00 per 100.

Flag of Truce. A large-flowered, creamy white with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka, but quite distinct and valuable. 4 ft. 35 cts. each; \$3.50 per doz.; \$20.00 per 100.

Golden Eagle. A wonderful clear golden-yellow of free, upright growth. The flowers are produced in large clusters well above the foliage. 4 ft. 35 cts. each; \$3.50 per doz.; \$20.00 per 100.

Harmony. Great clusters of good-sized, well formed Geranium red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. 3½ ft. 20 cts. each; \$2.00 per doz.; \$15.00 per 100.

Pocahontas. (Bronze-leaved Olympic). Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze. 4 ft. 20 cts. each; \$2.00 per doz.; \$15.00 per 100; \$100.00 per 1000.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 20 cts. each; \$2.00 per doz.; \$10.00 per 100; \$90.00 per 1000.

Remarkable. This effective bronze-leaved variety stands out boldly among other sorts, not only on account of its height (6 ft.), but because of the beautiful scarlet-carmine trusses of bloom surmounting the rich green-bronze foliage. 20 cts. each; \$2.00 per doz.; \$10.00 per 100; \$90.00 per 1000.

Surprise. The brightest red Canna we have. It surpasses in brilliancy such popular varieties as Meteor and Lafayette and produces its great trusses with equal freedom. 4 to 5 ft. 35 cts. each; \$3.50 per doz.; \$25.00 per 100.

The President. When the Canna Firebird was introduced its immense florets and bright red color immediately insured its popularity. In offering The President we may best describe it as possessing all the good qualities of Firebird enhanced by extraordinary vigor and perfect healthy foliage. It grows to a height of 5 ft. and produces its immense trusses of giant florets in great profusion. The most sensational introduction of recent years. 35 cts. each; \$3.50 per doz.; \$20.00 per 100.

DREER'S SELECTED CANNAS

Including many comparatively new varieties, which we can offer in quantity at popular prices.

	Doz.	100	1000
Allemania (Orchid Flowered). Salmon with golden markings; 5 ft.....	\$0 50	\$3 50	\$30 00
Alphonse Bouvier. Brilliant crimson; 6 ft....	50	3 50	30 00
Austria (Orchid Flowered). Large, pure canary-yellow with reddish dots in center of upper petals; 5 ft.....	50	3 50	30 00
Beacon. Rich cardinal-red; 3½ ft.....	1 00	7 00	60 00
Brilliant. Rich yellow with two red petals; 3½ ft.	50	3 50	30 00
Cloth of Gold (Dreer's). Very free flowering, golden yellow; 3 ft.....	60	4 00	30 00
Dazzler. One of the best, deep fire-red, very free; 3½ ft.....	1 00	7 00	60 00
Dragon. Very rich dark, ox blood red; 3 ft....	75	5 00	40 00
Dr. E. Ackerknecht. Carmine lake, suffused with deep carmine, bronze foliage; 4 ft.....	50	3 50	30 00
Duke of Marlboro. An attractive deep brilliant crimson; 4 ft.....	50	3 50	30 00
Eureka. The best white for massing, very free and of fine habit; 4½ ft.....	2 00	15 00	125 00
Fanal. An intense, fiery cinnabar-red, an ideal grower holding its flowers well above the foliage, one of the best bedders; 4 ft....	\$5	6 00	50 00
Favorite. This is the best red spotted yellow Canna yet introduced. The color is a rich, deep golden-yellow, the flowers are produced on strong stems well above the foliage; 5 ft.....	50	3 50	30 00
Feuermeer. Brilliant fiery-scarlet; 4 ft.....	\$5	6 00	50 00
Firebird (Oiseau de Feu). A remarkable variety perfectly formed florets, 7 to 8 inches across, of a brilliant cardinal-red; 4 ft.....	1 50	10 00	90 00
Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine; 4½ ft.	50	3 50	30 00
Garam. Very large bright carmine-red flowers, freely produced; 3½ to 4 ft.....	50	3 50	30 00
General Merkel. Scarlet suffused with orange, base and edge of flowers marbled with golden-yellow; 4 ft.....	50	3 50	30 00
Gladiator. Deep yellow freely dotted with red, a popular bedder; 4½ ft.....	50	3 50	30 00
Goethe. Very attractive. Bright deep orange flowers of a very penetrating shade; 4 ft.....	\$5	6 00	50 00
Gold bird (Oiseau d'Or). This is the yellow companion to Firebird; the immense soft canary-yellow flowers are of good substance; 4½ ft.....	85	6 00	50 00
Golden Gate. Yellow and red; 4 ft.....	60	4 00	30 00
Hungaria. Flowers large, in good-sized trusses freely produced. The color is a beautiful rose pink; 3½ ft.....	\$5	6 00	50 00
Italia (Orchid Flowered). Bright orange-scarlet, with broad golden-yellow border; 6 ft.....	50	3 50	30 00
J. D. Eisele. Vermilion scarlet overlaid with orange, good bedder; 4½ ft.....	60	4 00	35 00
Jane Addams. Color a deep rich yellow with a touch of red at the throat; a clean, vigorous grower of upright habit; 4½ ft.....	75	5 00	40 00

	Doz.	100	1000
Mrs. Alfred Conard. One of the very best cannas in commerce today. The large exquisite shaded salmon-pink flowers are produced in great abundance on robust upright plants; 4 ft.....	1 75	12 00	100 00
Mrs. Karl Kelsey (Orchid Flowered). Orange-scarlet, suffused and striped with yellow; 5 ft.....	50	3 50	30 00
Mrs. Woodrow Wilson. A rich but soft crimson-pink, with very large flowers, a robust grower and free bloomer, 4 ft.....	2 00	15 00	
Olympic. Rich Oriental-red, shading lighter to the centre and dappled carmine. The individual florets and trusses are very large and of excellent form; 5 ft.....	\$5	6 00	50 00
Orange Bedder. One of our own introductions and unquestionably the best of its color, a particularly bright orange with just sufficient scarlet infusion to intensify the dazzling mass of color; very free flowering. Awarded a certificate of merit by the S. A. F. & O. H. at New York, August, 1917; 5 ft.....	60	5 00	40 00
Panama. The color and markings of this splendid Canna are unusual; the rich orange-red face of the petals is bordered with a broad edge of golden-yellow; 5 ft.....	60	4 00	35 00
Pennsylvania. Vermilion-scarlet overlaid with orange; 5 ft.....	50	3 50	30 00
Philadelphia. Rich deep red; 4 ft.....	60	4 00	35 00
Queen Charlotte. Rich pomegranate-red bordered with golden-yellow; 3 ft.....	85	6 00	50 00
Rosen Gigantea. Large flowers, borne in such abundance that the mass of color is amazing. A deep rich rose; almost a coral-carmine; 4 ft.....	1 25	8 00	70 00
Salmon Queen. Rosy salmon-scarlet, blending to a rosy carmine towards the centre, a very effective bedder; 5 ft.....	85	6 00	50 00
Scharfenstein. The beautifully formed, large round florets are produced in compact but graceful trusses. The color is a unique light red salmon with orange and carmine suffusions that forms a most attractive addition to the range of colors found in Cannas; 5 ft.....	85	6 00	50 00
Schopenhauer. A rich brilliant red with yellow throat, very free; 3 ft.....	75	5 00	40 00
Souv. de F. Langle. Very distinct orange-red color, edged with gold; 4½ ft.....	75	5 00	40 00
Superb. Deep salmon with bronze foliage; 4½ ft.	60	4 00	35 00
The Gem. An entirely distinct spotted variety. The immense trusses of flowers are borne on upright branching stems well above the foliage, and are of deep cream or straw-yellow, spotted with deep carmine; 4½ ft.	1 50	10 00	90 00
Thiberg. Entirely distinct, of a soft rosy-carmine; the throat of the flower is of a creamy-yellow, and the edges of the petals are also pale yellow; 3 ft.....	60	4 00	35 00

	Doz.	100	1000
King Humbert (Orchid Flowered). The most popular Canna. Great orange scarlet flowers surmount the vigorous dark bronze foliage throughout the season; 5 ft.....	75	5 00	45 00
Lafayette . In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stands more erect and the plant grows taller; 5 ft.....	1 00	7 00	60 00
La France . Deep carmine pink; 4½ ft.....	1 25	8 00	70 00
Lahneck . A free grower. The color is rose with lines and shadings of scarlet carmine hues, a narrow golden border adds to its beauty; 4 ft.....	85	6 00	50 00
Louis Reverchon . A splendid bedder, large cochineal-red flowers; 4½ ft.....	60	4 00	35 00
Maid of Orleans . Rich cream ground, mottled and shaded soft pink; 4 ft.....	60	4 00	30 00

	Doz.	100	1000
Venus . Flowers of fair size of a soft rosy pink with a pretty mottled border of creamy yellow; 3½ ft.....	75	5 00	40 00
West Virginia . Intense rich crimson scarlet with golden edge; 3 ft.....	50	3 50	30 00
Winter's Colossal (Orchid Flowered). The largest flowered Canna. The flowers often measure eight inches across and are of a bright scarlet; 5 ft.....	75	5 00	45 00
William Bates . A splendid free flowering yellow of good size; 5 ft.....	1 50	10 00	90 00
Wyoming (Orchid Flowered). Massive orange flowers which make a strong contrast with its rich bronze foliage; 6 ft.....	50	3 50	30 00
Yellow King Humbert (Orchid Flowered). A sport from King Humbert in which the foliage is green and the flowers yellow with red spots. Very attractive.....	75	5 00	45 00

HENRY A. DREER, 714-716 Chestnut St. **Philadelphia, Pa.**

The above prices are intended for the Trade only.

GROWING SWEET PEAS IN CLUMPS

By Charles Elliott.

The modern Sweet Pea is the most beautiful and most useful of all our annuals and the growing of it should not be confined to the time honored practice of the long lines grown for cutting flowers for decoration or exhibition. For some years past I have resorted to many different plans of growing these plants for lawn and garden decoration.

One of the most pleasing of these plans is the planting of sweet peas in "clumps" or circles, with the end in view of producing large long stemmed flowers in a way that proved attractive, and added a good decorative subject to the garden.

These circles or "clumps" as we term them, consist of two stout stakes and sixteen bamboo canes eight feet high. We find it an advantage to construct these before planting, two stakes eight feet high are driven into the ground one on each side of a circle thirty inches in diameter, about five feet from the ground a wire hoop made of No. 9 wire is stapled to the stakes, the bamboos are then placed five inches apart around the circle and tied securely to the hoop. At planting time enough strong plants of a strong growing variety are planted and one shoot is lead up from each of the canes and two up each stake. We usually arrange these clumps on either side of the walk and if possible have the twin clump across the walk of the same variety, the clumps being 7-8 feet apart from center to center, in the intervening spaces we plant many of our common annuals with very pleasing results, and if the sweet pea vines are kept disbudded and given a nice mulch early, they produce some very creditable flowers. From the clump featured in the accompanying photograph a nice bunch was cut June 5, 1919 and was given a score of 95 points by the floral committee of one of our local Horticultural Societies.

We find these clumps an excellent arrangement for testing novelties, and showing off their good qualities to sweet pea enthusiasts.

We plant these clumps with "fall sown" plants whenever possible, since they bloom earlier, and last longer, and produce better flowers.

Strong growing varieties gave best results, and we have had many varieties go "over the top" of the eight foot canes.

Excellent varieties for this purpose are Valentine Elegance, Ivorine, Austin Frederick, La France, Mrs. Cuthbertson, Adelaide, Mrs. Tom Jones, Duchess of Portland, Blue Picotee.

A cream colored variety with a groundwork of Petunia "Rosy Morn" is a pleasing combination. A clump of "Tea Rose" with Saponaria vaccaria is also very charming.

Alex Malcolm with Calendula Orange King, makes a brilliant show, and many pleasing schemes can be worked out with these clumps of Sweet Peas with other annual flowers.

I regret that the accompanying picture did not do justice of the general

view of this walk. The clump in the foreground is "Edna May" Imp. and was carrying many fine flowers at the time, which did not come out clearly in the picture.—*American Sweet Pea Bulletin.*

WILLIAM BERGER.

An old and respected Philadelphia florist passed away on the 5th inst. William Berger, 238 Queen Lane, Germantown, established himself there in the business about fifty years ago and continued same actively up to within recent years. His sons also followed in his footsteps, and a large retail establishment bears the Berger name at the busy corner Cheltenham and Germantown avenues, while in the city proper a wholesale store has been conducted by Berger Brothers for many years. William Berger was an honest, hard working man; stuck close to his business; raised a large family, and gained a competence. He leaves a fine record behind, honored and respected by all who knew him. The writer knew him well for thirty years and speaks from personal knowledge.

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10	20 in.	\$4.50	\$49.50	\$375 00
20	18 in.	3.30	36.00	293 00
30	16 in.	2.35	26.00	200 00
40	14 in.	1.90	21.50	170 00
50	12 in.	1.30	15.00	115 00
60	10 in.	.90	9.90	77 50
70	8 in.	.75	8.00	61 00

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week on yearly order.

F. A. Smith, superintendent of the
Essex County Agricultural School,
talked on "Training Boys in Agriculture
and Horticulture" at the monthly
meeting of the Horticultural Club of
Boston in the Parker House Wednesday
night. President Ernest H. Wilson
presided and about 20 members attended.
W. A. Manda of South Orange,
N. J., talked on the coming orchid
show in Horticultural Hall, March 24
to 27, at which he is to be an exhibitor;
and also spoke of the orchid conference
which is to open March 25.

CARNATIONS.

Dover, Ohio, Jan. 5, 1920.

Dear Sir:—I was very glad to read
Mr. Goddard's "Talk on Carnations."

When we peruse the past and anticipate
the future very often we find our
opinions and the facts somewhat in a
bottle of ideas.

Superior culture is much of the advancement
from a technical standpoint. When we
look back at the various sorts from LaPurity
up to many of the present sorts, have we
made really any great epoch?

The older sorts were croppers largely
because we grew them more naturally,
now by going over our plants we top often
that causes the growths to come in over a
long time, in fact quite through the whole
season as against larger cuts at specific
periods else we grow them to largely come
in at specific periods or "crops" hence
some growers are off crop, others always
are more or less in "crop."

When we look at the cycle development
of Hintzies White-Portia, we can claim
no great advance in freedom.

If we look at "Albertini" as it was at
the shows we have not gone far in size.
As they have been bred when we have
size we do not have freedom and vice versa.

When we have certain types of foliage
we have relative freedom, etc., etc., other
correlative units pro and con.

All in all Mr. Goddard's talk is very
good.

When Mr. Goddard turns prophet we
must greatly disagree.

In my very expansive breeding of
Gladioli I have observed certain features
in breeding that when rightly employed
give no decided advances.

In the net results we have gladioli
that are away superior to such glorious
sorts as Sulfur King, Peace, America,
etc., in all points.

For a long time we made the progress
Mr. Goddard observes, but in observing
these new results we have applied them
to carnations, with a result that we
have a hardy race that averages 5 of
100 blooms as fine as Pocahontas,
Matchless, Yellow Prince, etc. at the
same dates.

These have far better colors and dew,
etc. does not fade them as it does the
indoor type. Again we have a much
broader range of colors and shades.
Many are very fragrant. In growth
stem on these are very good, in time
we expect to increase freedom, etc.
These are far healthier than most
commercial sorts we have, in fact Mrs.



Meyer Green Silk Line Thread, \$3.00 per pound.

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Ward and its sports are their only rivals as to health.

Following this same line of breeding we have in evolution new types of forcing sorts. Already we have in sight a race that we expect ultimately to give us 30 to 100 blooms per plant, equal to Doris, Alice, Matchless, etc. When we get the quality of Laddie out with better health, quicker growth, we expect then to yield 12/25 blooms per plant.

A continuous summer bloomer is the hardest nut to crack, although we hope to evolve in this field also, in fact we are exploiting the whole field for betterment of carnations.

Some years ago I anticipated the future gladioli (then unseen), when gladioli growers read it the letters it brought me made me feel a bit that I had gone too far, however, two years later my seedlings brought out the very gladioli I predicted for the future.

Now I presume my carnation story will likewise be ridiculed and laughed at, but we have them so far along that another cross will give us epoc making carnations. The carnation will be earlier and later, freer, larger, healthier, better in every way.

Roses bred along this line will outclass the very freest, force quicker, maximum quality in every way. Already we have roses absolutely hardy at 30 degrees below zero—the forerunner of epoc making roses—among them absolutely thornless.

Breeding corn along these lines will give us corn that ought to be 65/75 day corn—our very best sorts we will have in large, better ears in every way and ripen in 80/120 days, if not 80 to 90 days.

Breeders as a whole are asleep, but the world does not move in its cycles in a day.

The breeders as a whole cannot take the growers place, each must excel in his niche, but withal, the future will soon unfold great advances, at least such is the view of

C. BETSCHER.

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CROSS-FERTILIZING GLADIOLI.

H. C. Meader Tells How It Is Done.

Editor HORTICULTURE,

Dear Sir:—For several years I have been looking for some reliable information on the cross-fertilizing of the gladiolus, and I wish that you would send me through HORTICULTURE some brief information on this subject.

I would like to know if there are any special rules such as when to take pollen from any special flower and also how to transfer it.

I have read articles telling how certain flowers of colors, cross-fertilized together will make other flowers of certain colors, but I have never run across any information such as special rules, etc.

H. F. P.

To successfully cross two varieties of the gladiolus a clear sunny day should be selected. Some provide themselves with pollen brushes, scissors, cheesecloth, etc., the operation is quite simple and may be perfectly successful when performed with the bare hands; no tools are necessary.

Remove the stamens (pollenbearers) by cutting or pinching out, from the flower you wish to be the seedbearer, or female parent. This prevents self fertilization.

Ordinarily from about 10 o'clock in the forenoon to five in the afternoon, the pistil opens or flattens out and exudes a sticky heavy liquid which moistens its surface.

Arriving at this stage the flower is receptive and ready to be pollinated, which is done by cutting or carefully pinching out the stamen from the other parent and gently brushing the Pollen over the sticky and receptive stigma of the seed parent.

To assure success the pollen must be powdery and well ripened, and if all goes well, the flower will almost immediately wilt and close in its petals, the life giving principle travels down the stem and fertilizes the immature seed in the pod and growth commences.

Seed should be gathered when the pod turns brown and starts to crack open. Nothing is gained by allowing the pod to open fully on the stalk as the seed is mature when opening starts.

If left too long ungathered many of the finest seed will have blown away. When seed is harvested it should be kept in a warm dry place to thoroughly cure, and can then be sown at once or kept for several years without losing its vitality.

I have discovered through experiments covering a long period that seed may be harvested in November, cured and sown indoors in greenhouse. Have gathered the tiny bulbs in March, cured them perfectly in dry sand left in a warm place, then in early May planted them out in the open ground.

Many will bloom, if treated this way, the same year, and the increase will be about the same as the ordinary growth of two seasons. When freshly planted, gladiolus seed should be kept quite moist and not allowed to dry out until well up.

It is entirely unnecessary to rub off the wings or membrane from the seed before planting, as some do. The growing of gladioli from seed is a most fascinating pursuit as no matter how many thousands are grown no two ever bloom exactly alike and practically all are beautiful.

H. C. MEADER.

GARDENERS' & FLORISTS' CLUB OF BOSTON

C. S. Strout of Biddeford, Me., was the principal speaker at the meeting of the club, Tuesday night. Mr. Strout reviewed his trip to the Carnation Convention in Chicago and related some of the incidents that made the most impression on him. He said that the exhibit would have been a very meagre one had it not been for the Eastern growers. The Middle West growers did not make much of a display because of the fact that the prizes did not nearly match the prices being paid in the market. Mr. Strout said that his display staged by Mr. Englemann cost him a lot of money. Twelve hundred flowers were used and about three hundred more were put on the tables. It was Mr. Strout's observation that flowers arranged after the English fashion were much more difficult to judge than those displayed in the American way, although the English treatment makes a fine appearance. Mr. Strout also had something to say about the disadvantages suffered by growers living far from the centers. He said that the nearby man got the pick of the offers while florists from a distance had to take what was handed them.

Mr. James Wheeler of Natick said that the small prizes given at the shows were not a great inducement to exhibitors, as illustrated by the situation in Chicago as Mr. Strout described it. Mr. Wheeler had on hand an attractive display of Godfrey callas and told how he grew them. He said that he has his callas in solid beds and

keeps them watered by the Skinner irrigation system. In this way he gets much larger flowers than when he grew them in pots.

Mr. Gustave Thommen was another speaker, giving most of his attention to the oil heating apparatus which has been installed at the Moore greenhouses in Arlington.

Among the displays was one of a new dark crimson carnation submitted by C. J. McGregor & Son of Newburyport. Mr. McGregor said that this carnation was a cross between President and Winsor.

BOSTON NOTES

Mr. Henry Robinson, the well-known wholesaler, has been confined to his home with a severe cold for several days.

Mr. Peter Miller, of the Thomas J. Grey Co. who has been critically ill, has passed the crisis and is on the mend.

Much damage was done by the storm around Boston. The chief sufferer was Everett E. Cummings of Woburn. The weight of the snow broke down about 100 feet of a large sweet pea house, causing a loss of about \$10,000. Mr. Cummings immediately boarded up the end of the section which remained and shifted the steam pipes, by which action he saved a large part of the crop. This week he has been sending in remarkably good sweet peas from the damaged house.

The snow also caused the collapse of a storage house and an old barn on Allan Peirce's establishment in Waltham.

In spite of the bad weather, the orchid show scheduled for last Saturday at Horticultural Hall was held. About a hundred plants from the greenhouses of A. C. Burrage at Beverly were shown. These orchids were on the road for two days, the truck being stalled in the snow. The plants were saved by being wrapped in blankets and carried to a nearby house. J. T. Butterworth of South Framingham also famous as an orchid grower, had a display which included a plant with fifteen blossoms which was given a silver medal.

W. N. Craig, secretary of the Gardeners' & Florists' Club, has come out in a signed communication to the papers in which he favors daylight saving. Mr. Craig insists that many members of the Massachusetts State Grange favor the light saving, and that there is no economic foundation for the statement that daylight saving will increase the cost of horticultural products.

About March 1 Wax Bros. will move to 44 Temple Place.

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Two apprentices to learn carnation growing. Apply to **WILLIAM SIM**, Cliftondale, Mass.

WANTED—One man with experience in general stock, and one man with some knowledge of carnations. Best of conditions and good pay. **S. J. GODDARD**, Framingham, Mass.

WANTED—Several first-class experienced nursery workmen. State age, single or married, nationality, creed and experience. Give references as to ability, experience and character. Send photo if possible. Good wages to start and opportunity to advance. **FRAMINGHAM NURSERIES**, Framingham, Mass.

WANTED—A nursery foreman. Must have extensive knowledge of ornamental varieties and be able to handle men. Good salary to start and good future. State age, single or married, nationality, creed and experience. Give references as to ability, experience and character. Send photo if possible. **FRAMINGHAM NURSERIES**, Framingham, Mass.

At HILLCREST FARM, Weston, Massachusetts

Wanted from the first day of June to Labor Day, a man capable of taking charge of twenty boys from ten to seventeen years of age through their long summer vacation from school. He should be competent to teach them about soils and the growth of plants in the class room and to superintend their work in the orchard, fruit and vegetable gardens. He must have had some previous experience in the management of boys. The best of references should be sent to Post Office Box 166, Weston, Massachusetts, before a personal interview is granted.

We wish to thank those who have applied for the position at Hillcrest. But so far we have had no applicant whom we think could teach the boys in the classroom and superintend their work in the gardens. We would be glad of further replies.

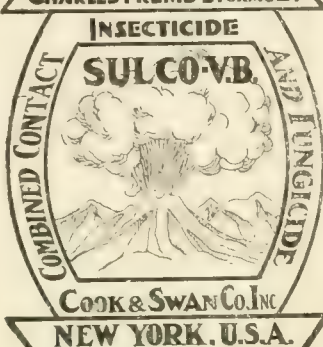
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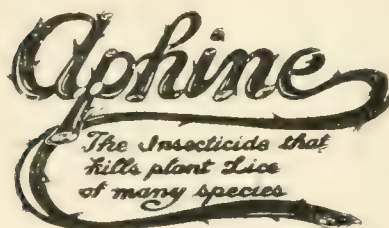
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Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

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½ Pint, 30c.; Pint, 50c.; Quart, 90c.; ½ Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00. Direction on package.

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Size	Per Case	Per Case
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8-10	250	47.50
9-10	200	50.00
10-11	150	49.50
11-12	130	47.50

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6-8	400	\$42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	\$49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	\$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50

TERMS: 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

Write for prices on **HARDY LILY BULBS, DRACAENA CANES, PALM SEEDS, RAFFIA, BAMBOO CANES, Etc.**

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McHUTCHISON & CO.

95 CHAMBERS STREET NEW YORK

HORTICULTURE

Vol. XXXI

FEBRUARY 21, 1920

No. 8

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



Spring Flowers

Sweet Peas,
Daffodils, \$8.00 and \$10.00 per 100
Tulips,
Freesias,
Cattleyas, the very choicest, \$75.00 per 100.

Everything in Cut Flowers, Plants, Groups, Ribbons and Supplies
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WASHINGTON, 1216 H St., N. W.

FERNS

THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots, \$3.00 per dozen, \$20.00 per 100
Strong plants, 3½-inch pots, 7.50 per dozen, 50.00 per 100
Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

NEPHROLEPIS:
Elegantissima, elegantissima compacta, 2½-inch Each \$0.85
Elegantissima and elegantissima compacta, 6-inch75
Muscosa, 5-inch75
Elegantissima and elegantissima compacta, 8-inch 2.00
Elegantissima and elegantissima compacta, 10-inch 4.00
Harrisii, 8-inch 3.00
Dwarf, Boston, 8-inch 2.00
If plants are shipped in pots, 10% additional.

F. R. PIERSON, Tarrytown, N. Y.

FERNS

We have on hand for immediate shipment a splendid lot of **Pot Grown Ferns**. All extra good value for the money. Shipped without pots.

	Size	Doz.	100	1000
Bostons	4-in.	\$3.00	\$20.00	\$190.00
"	5-in.	4.50	35.00	325.00
"	8-in.	\$2.50 each		
Scottii	3-in.	1.00	8.00	75.00
"	4-in.	3.00	20.00	190.00
"	5-in.	4.50	35.00	
Teddy, Jr.	5-in.	4.50	35.00	
Cordetta Compacta	5-in.	4.50	35.00	
Crytonum (Holly Ferns)	4-in.	3.00	20.00	
Table Ferns, assorted	3-in.	1.00	6.00	

Alternantheras; Alyssum, double Giant and Dwarf; Begonias, Gracilis and Vernon; Hardy English Ivy; Lantanas, assorted; Heliotrope; Lobelia, Crystal Palace Gem; Moonvines, 2-in. \$2.75 per 100, 3-in. \$3.75 per 100.

Send for Catalogue Cash With Orders

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WHITE MARSH, MARYLAND

Henry H. Barrows

FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY
CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

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Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for **SWASTIKA BRAND CANNAS.**
The CONARD & JONES CO. WEST GROVE PENN., U.S.A.
Robert Fyfe, Pres. Antonio Wisman, Vice-Pres.
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Catalogue upon Application

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PHILADELPHIA

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MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

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Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2-August 28
Write for Circular

SCHOOL OF HORTICULTURE

Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H.

Department

NATIONAL PUBLICITY CAMPAIGN

In sending a cheque for a yearly subscription to the Publicity Campaign Fund, O. F. Eskil of Iron Mountain, Mich., writes: "Sending this money gives me more pleasure than anything else I can think of unless it were a greater cheque."

This is the proper feeling. Mr. Eskil knows that the campaign is a wonderful asset to the florists' trade, and he writes just as he feels. It is to be regretted that more do not appreciate the increased demand for flowers, everywhere, which has come as a result of our publicity movement. Every florist in the land is interested in the successful issue of our campaign, and is benefited by it, yet how few are willing to help themselves by helping along the campaign! So far, our results are due to the support forthcoming from less than ten per cent. of the trade, men who have subscribed for the benefit of our industry generally, but who are more than satisfied with results as they see them, and particularly as they have noticed them in their own surroundings. And it is these men who are in greater part bearing the expense of our work this year, as far as our Publicity Committee has been able to carry it.

Here are a few questions for non-subscribers to consider and they should consider them deeply, for surely they are sufficiently interesting from business point of view:

Are you not prepared to admit that publicity for flowers has been instrumental in increasing the general demand for them?

Are you not conscious of the fact that our slogan, "Say it with Flowers," is exerting a tremendous influence among people who hitherto have not looked upon our products as a medium for the conveyance of sentiment?

Are you not aware that through individual display, through our magazine announcements, and in various other ways, our slogan meets the eyes of millions of people each and every day?

Could you for one moment think that a great deal of business does not result from this continuous flashing of a message whose appeal is not to any particular class, but to every man and woman, young or old, in a country of considerably over a hundred millions in population?

Do you realize that this publicity

LILIUM FORMOSUM, 7 to 9 and 9 to 10.
LILIUM MULTIFLORUM, 7 to 9 and 9 to 10.

LILIUM MULTIFLORUM GIGANTEUM, 7 to 9.

LILY OF THE VALLEY PIPS

BEGONIA GRACILIS LUMINOSA
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEED

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KELWAY'S

WHOLESALE SEED CATALOGUE

for 1920

Before placing your order. The most favorable prices of the year.
If not received wire or write.

KELWAY & SON

Wholesale Seed Growers
LANGPORT ENGLAND

GIGANTEUM & HARDY LILLIES

GLADIOLUS CANNAS

AND OTHER SPRING BULBS

Write for prices

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CHRYSANTHEMUMS

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IRVINGTON, N. J.

The Best are the Cheapest

OUR TRADE LIST has been mailed and a copy is awaiting request from those not receiving one.

We grow nothing but

CHRYSANTHEMUMS

Our Novelties are worthy of consideration and the Standard varieties offered are the BEST.

Elmer D. Smith & Co.

Adrian, Mich.

costs money, but very little when the returns are taken into account, and you are only asked to contribute a mere trifle toward the expense?

Is it impossible for you to determine that you will send in this "mite" the committee needs so much in order to increase and perpetuate the good already obtained? A tenth of one per cent. of your profits would, perhaps, make a very respectable contribution. If every florist making a living from our industry would contribute even this small fraction of his income our committee would not have to be continually appealing to those who in the circumstances should need no appeal, and who should really be most anxious to keep going and extend a movement productive of so much good to them in a business way.

Don't be afraid to contribute because yours may be but a small mite—there is nothing to prevent you adding to it at any time. A five dollar contribution is accepted in the spirit in which it is given. Many who originally sent in this amount increased it as their interest deepened. When you once make a subscription you are apt to take a broader view of our work, and you no longer look upon your support in the way of a donation, you believe it to be a mighty good investment—and that's what it really is.

JOHN YOUNG, Secy.

1170 Broadway, New York.

GENERAL NEWS NOTES.

At the recent meeting of the Tennessee State Florists' Association the following officers were elected:

President, A. J. McNutt, Knoxville; vice-president, T. H. Joy, Nashville; secretary and treasurer, Prof. G. M. Bentley, of the University of Tennessee. The last named has filled the two offices mentioned since the organization of the association in 1915.

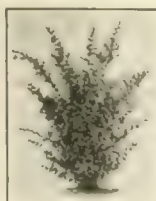
A. M. Henshaw, president of the New York Florists' Club, has almost recovered from his serious illness.

Henry C. Rowe is to open a new flower store in the Montrose apartment building, Chicago, with Heaton Nichols in charge.

The Vose Flower Shop, of Woonsocket, R. I., recently suffered a loss of about a thousand dollars by fire.

The St. Louis Garden Club is to conduct a spring flower show May 15 and 16. It is possible that the Missouri State Florists' Association will hold a meeting at the same time.

George H. Pring has become horticulturist at the Missouri Botanical Garden. Other appointments are L. P. Jensen as arboriculturist, Paul A. Kohl as floriculturist, and John Noyes as landscape designer.



Ibolium Privet
Natural Habit

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THE NEW HYBRID

HARDY PRIVET

(L. Iboia x Ovalfolium)



Ibolium Privet
When Trimmed

Now sent out for the first time. Inquire for further information. One year field grown plants; \$5.00 each; Summer rooted, frame grown, \$3.00 each; Plants in storage for immediate shipment. The Elm City Nursery Co., WOODMONT NURSERIES, INC., New Haven, Conn. Introducers of BOX-BARBERRY, well rooted summer frame cuttings—\$65.00 per 1000.

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With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the **BAY STATE NURSERIES**
Wholesale and Retail **NORTH ABINGTON, MASS.**



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus,
Cosmos, Candytuft, Snapdragon, Lobelia,
Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias,
Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case,
\$50.00.

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will bring it.

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Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

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SEASONABLE OFFERINGS

GLADIOLUS BULBS

America, Augusta, Halley, Mrs.	1000
Francis King	\$35.00
Mrs. Watt, Chicago White, Peace	45.00
Brenchleyensis, Fire King	30.00
Mrs. Frank Pendleton, Niagara	50.00
Baron Hulot	60.00
Panama	60.00
Schwaben	70.00

FOR PROFIT BUY PRIMULUS HYBRIDS. WE HAVE THEM IN QUANTITY AND OF BEST SELECTION

Don't forget PRIMULUS HYBRIDS average two to three blooms per bulb and are quick sellers in the market.

Fancy	\$30.00 per 1000
Regular	\$20.00 per 1000

MISCELLANEOUS

- AGERATUM**, Stella Gurney, R. C., at \$1.50 per 100, \$12.00 per 1000.
- ASPARAGUS** Plumosus and Sprengeri. Seedlings, \$1.25 per 100, \$10.00 per 1000; fine 2 1/4 in. pots, \$5.00 per 100, \$15.00 per 1000; fine, 3 in. pots, \$10.00 per 100, \$95.00 per 1000.
- CINERARIA** Hybrida. Half dwarf, 2 1/2 in., at \$7.00 per 100, \$65 per 1000; 3 in., \$12.00 per 100.
- COLEUS**, Rooted Cuttings. All the standard and fancy varieties, such as Verschaffeltii, Golden Bedder, Queen Victoria, Fire Brand, Beckwith Gem, Yellow Trailing Queen, at \$12.00 per 1000; Brilliancy, Saluator and Pink Trailing Queen, at \$20.00 per 1000. Any varieties of fancy COLEUS that you want tell us. Our growers can supply anything that is good.
- CYCLAMEN** SEEDLINGS. Three leaves, assorted varieties of a high grade strain, \$8.00 per 100, \$75.00 per 1000; separate varieties, \$10.00 per 100; 2 1/4 in. pots, \$12.00 per 100; 2 1/4 in. pots, selected, \$15.00 per 100.
- FUCHSIA**, Rooted Cuttings. Mixed, best varieties, \$2.50 per 100, \$20.00 per 1000.
- GODFREY CALLAS**, 3 in., \$10.00 per 100.
- FERNs**, Boston and Whitmani, 2 1/2 in. pot-grown, \$7.00 per 100, \$65.00 per 1000.
- BENCH BOSTON and VERONA**. Ready for 4 1/2 in. and 5 in. pots, \$25.00 per 100.
- LATANIA** Borbonica. 3 in. fine stock, \$12.50 per 100.
- DOUBLE or SINGLE PETUNIAS**. Rooted Cuttings at \$2.50 per 100, \$20.00 per 1000. Our stock of Double PETUNIAS comprises ten colors, all distinct, also an A1 variety of Single Mixed, as well as Rosy Morn, separate.
- PRIMULA Obconica**, 3 in., at \$10 per 100.

NEW ROSES

- Frank W. Dunlop** and **Madame Butterfly**. Own Root: \$35.00 per 100, \$25.00 per 250, \$150.00 per 500, \$300.00 per 1000, \$725.00 per 2500. Grafted: \$42.50 per 100, \$101.25 per 250, \$187.50 per 500, \$375.00 per 1000, \$912.50 per 2500. From 2 1/2 in. pots.
- Premier**. Own root, 2 1/4 in., \$20.00 per 100, \$175 per 1000. **Ophelia**, \$15.00 per 100, \$120.00 per 1000.

BONNAFFON SOIL CUTTINGS

Immediate Shipment

If you want to change or improve your strain, get some of these now. you can work up a fine lot of stock and this is from a particularly healthy strain, no mildew and no blind plants, well rooted stocky cuttings at \$16.00 per 1000.

HARDY LILIES

Album, **Auratum**, **Magnificum**, 8/9-200 to the case, 9/11-125 to the case, at \$30.00 per case.

CHRYSANTHEMUM CUTTINGS.

Barbara Davis, White and Golden Chadwick, Chadwick Supreme, Golden Mistletoe, Indian Summer, Yellow and White Turner. Rooted cuttings, \$5.00 per 100, \$40.00 per 1000. From 2 1/4 in. pots, \$7.00 per 100, \$55.00 per 1000.

Where packing

NEW POMPONS.

- Becky McLane**.—Thanksgiving Bronze.
- Christmas Gold**.—Golden-yellow button for Dec. 1st and later.
- Cometa**.—Dark rose, shaded magenta.
- November Pearl**.—A new November flowering daybreak pink.
- Ouray**.—Best early bronze.
- Uvalde**.—A large pure white, maturing Oct. 10th.
- Vasco**.—Golden-yellow, flowering Oct. 15th and one of the very best for sprays.
- White Gem**.—Pure white button, very free and ready for cuttings Nov. 15th.
- All the above, rooted cuttings, \$8.00 per 100; 2 1/4 in. pots, \$10.00 per 100.

CARNATION CUTTINGS

In the sand, well rooted, ready to go out the day your order comes in.

2000 **Beacon**, \$6.00 per 100, \$50.00 per 1000

5000 **Matchless**, \$5.00 per 100, \$40.00 per 1000.

CANNAS

Sound 2-3 eye roots.

All varieties green foliage unless otherwise noted.

	100	1000
King Humbert , bronze foliage, orange red	\$7.00	\$60.00
Yellow King Humbert , yellow, spotted red	3.50	30.00
Goldbird , buttercup yellow	5.00	45.00
Firebird , large fire red	8.00	75.00
Petrol , best white	6.00	50.00
Meteor , deep crimson	3.50	30.00
Orange Bedder , orange with scarlet markings	3.50	30.00
Panama , red with yellow edge	5.50	50.00
A. Bouvier , rich velvety crimson	3.50	32.00
Florence Vaughan , golden yellow, spotted red	4.00	35.00
Gladiator , large bright yellow, spotted crimson	3.50	32.50
Mme. Crozy , crimson-scarlet, yellow edge	4.00	35.00
Mrs. A. Conard , salmon pink	7.50	70.00
Richard Wallace , canary yellow	4.00	35.00
Rosea Gigantea , gigantic rose pink	7.50	70.00
Venus , soft rose pink, yellow border	4.00	35.00
David Harum , bronze foliage, bright vermilion	4.50	40.00
Egandale , bronze foliage, cherry red	4.00	35.00
Wyoming , bronze foliage, bright orange flowers	4.00	35.00
Robusta Grandiflora , bronze foliage, mammoth, heavy growing	5.00	40.00
Brandywine , bronze foliage daz-zling red, spotted with crimson	3.50	30.00
Hungaria , favorite pink bedding variety	5.00	45.00
Wintzer's Colossal , largest flowered variety, brilliant scarlet	4.00	35.00

Caladium Esculentum 7/9	\$10.00	\$90
9/11	18.00	150
Tube Roses , Excelsior Pearl 4/6	\$5.00	\$45
Mammoth	6.50	60

FLORISTS' SEEDS

High Grade Stocks for the Commercial Florists' Use

ASPARAGUS PLUMOSUS NANUS —Mass. greenhouse grown:	
1,000 seeds	\$3.00
5,000 seeds	14.00
10,000 seeds	25.00
ASPARAGUS SPRENGERI :	
1,000 seeds	\$1.15
5,000 seeds	5.00
AGERATUM , Blue Dwarf Imperial, White Dwarf Imperial, Blue Dwarf Little Dorrit, tr. pkt., 25c.; 1/2 oz., 50c.; 1 oz., \$1.00.	
Little Blue Star, tr. pkt., 50c. Blue Perfection, tr. pkt., 30c.; 1/2 oz., 75c.; 1 oz., \$1.50.	

ALYSSUM, Little Dorritt, best dwarf variety for baskets and bedding, tr. pkt., 30c.; 1 oz., \$1.00. **Little Gem**, tr. pkt., 20c.; 1 oz., 50c.; 1/4 lb., \$1.50. **Saxatile Compactum** (yellow), tr. pkt., 35c.; 1 oz., \$1.50

ASTERS, ask for our List and Prices. New seed carefully selected of the best market varieties.

BEGONIA, Erfordal, Luminosa, Prima Donna, Semperflorens (white), tr. pkt., 50c.; oz., \$1.00. **Vernon**, tr. pkt., 20c.; oz., 50c.

CALENDULA, Orange King, greenhouse selected seed of a wonderful strain, 1/4 oz., 50c.; oz., \$1.50. **Lemon Queen**, best light yellow, 1/4 oz., 50c.; oz., \$1.50.

CANDYTUFT, Giant White Perfection, tr. pkt., 35c.; oz., \$1.00. **Pure White Giant Hyacinth-flowered**, 1/4 oz., 25c.; oz., \$1.00; 1/4 lb., \$1.50. **Purple, light pink, rose pink** or finest mixed, 1/4 oz., 25c.; oz., 75c.

CENTAUREA IMPERIALIS, White, lilac, rose pink and purple, tr. pkt., 25c.; oz., \$1.50. **Candidissima**, tr. pkt., 50c.; oz., \$2.50. **Gymnocarpa**, tr. pkt., 25c.; oz., \$1.00. **Double, true deep blue** (Bachelor's Button), tr. pkt., 50c.; oz., \$1.25.

COBEA SCANDENS, Purple and white, tr. pkt., 25c.; oz., 80c.

COSMOS, Special strain of New England selected seed. **Mammoth**, shell pink, **Lady Lenox**, pure white, **Crimson**, tr. pkt., 25c.; oz., 80c.

DELPHINIUM, Totty's selected Hybrids, a truly wonderful collection, 1/4 oz., \$2.00; 1/2 oz., \$3.50; oz., \$6.00. **Formosum**, dark blue, **Belladonna**, turquoise blue, tr. pkt., 30c.; oz., \$1.00.

DRACAENA INDIVISA, 1/4 oz., 25c.; oz., 75c.

GAILLARDIA (annual), tr. pkt., 20c.; oz., 75c.

LOBELIA, Crystal Palace Compacta (dark blue dwarf), tr. ukt., 35c.

LUPINUS (annual), blue, scarlet, yellow and blue, finest mixed, tr. pkt., 25c.; oz., 75c.

MARIGOLD, Little Brownie, dwarf, Quilled Orange, tall, 1/4 oz., 25c.; oz., 75c.

PHLOX, Drummond's Grandiflora, pure white, scarlet, blood red, pink, yellow, tr. pkt., 30c.; 1/2 oz., \$1.00; oz., \$2.00.

SALPIGLOSSIS, valuable summer cut flower; violet, dark scarlet, purple, brown with gold, yellow, light blue with gold, finest mixed, tr. pkt., 50c.; 1/2 oz., \$1.00.

SALVIA, America, tr. pkt., 50c.; 1/4 oz., 1.50; oz., \$5.00. **Splendens**, tr. pkt., 30c.; 1/2 oz., 80c. **Bonfire** (Clara Bedman), tr. pkt., 40c.; 1/2 oz., \$1.50. **Zurich**, tr. pkt., 75c.; 1/2 oz., \$2.00.

SCABIOSA, White, daybreak pink, yellow, red, King of the Blacks, violet, tr. pkt., 30c.; 1/2 oz., 75c.

SCHIZANTHUS, WISETONENSIS, shades of brown, tr. pkt., 50c.

SNAPDRAGON, greenhouse varieties: **Keystone**, Ramsburg's and Buxton's Silver Pink, tr. pkt., \$1.00. **Nelrose**, Phelps White and Yellow. Enchantress, tr. pkt., 50c. **Half Dwarf Varieties**, best for bedding and summer cut-flower purposes—white, golden yellow, rose pink, carmine, tr. pkt., 35c.; 1/2 oz., 60c.

STOCKS, large flowered Ten Weeks dwarf, blood red, rose, yellow, dark blue, white, mixed, tr. pkt., 50c.; 1/2 oz., \$2.00. **Beauty of Nice**, flesh pink, rose, white and lavender, tr. pkt., 75c.; 1/2 oz., \$1.50; oz., \$5.00.

VERBENA, Boston Mammoth strain, blue, pink, scarlet, white and mixed, tr. pkt., 30c.; 1/4 oz., 65c.; 1/2 oz., \$1.00.

L. J. REUTER CO.

Plant
Brokers

15 Cedar St., WATERTOWN STA.
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Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

HORTICULTURE

Vol. XXXI

FEBRUARY 21, 1920

No. 8

THE TALK OF THE TRADE

The greenhouse trade in general has been going through severe trials and this is particularly true of those growers who do a shipping trade in the plant line; for instance, those who turn out large quantities of rooted cuttings and small plant stock of the various lines that are marketable and in demand at this time. Embargoes of all descriptions are placed, shipments are frozen, and the express companies do very little to make good, and then one storm after another has come along causing heavy losses, particularly the last one.

I wonder how many florists who are buying stock realize these difficulties and are as considerate as they should be? Those who are shipping stock for themselves I am sure understand very well and are reasonably patient, but I say to you florists who have not had some of these hard experiences that you should be patient and have as much consideration as is possible. I have just received a few words from a friend who is in the cutting line and he writes under date of February 13, as follows:

"We are snowed in here since February 4, no trains, no cars and no mail until yesterday and that only letter mail by sled. Crust on snow makes it impossible to run snow plow. Can fill no orders till we get dug out. Have cuttings ready, but dare not pack until we see clear track to ship. Snowing again today like fury, may be another big one—if so, Lord help us."

This is just one example of what many are up against.

Among the losses occasioned through the last storm, we learn of Mr. Everett E. Cummings of Woburn, Mass. One of his houses of modern construction and apparently in first-class condition caved in, resulting in the loss of an excellent crop of sweet peas just coming in with fine stems and good quality in every way. His loss is estimated to be around \$10,000. Then we hear of the Florex Gardens of North Wales, Pa., where the largest individual houses in the world are located. A part of one of these large houses was crushed in and their loss is estimated at close to \$25,000. It was also re-

ported that at the Duckham-Pierson place in Madison, N. J., about 100 running feet of a large house was damaged, which will also run into a heavy loss, and besides these there are any number of places losing all the way from one or two boxes of glass to twenty-five and thirty boxes, to say nothing of the loss of crops attendant.

I know of one grower who had a fine lot of geranium cuttings just ready for market. We all know how scarce geranium stock is. It will bring almost any price, and regardless of price there isn't more than half enough to supply the demand. This grower lost a big block of cuttings, and besides being unable to fill his orders, is short of stock for himself.

To top it all, a lot of our good friends are going along in a sort of hand-to-mouth way as regards coal. All of these expenses and risks which turn out so disastrously during these severe spells must be carried in mind by those who are advertising cut flow-

ers and finished plants to the retail trade, and it is their duty to do their part towards educating the public into paying a fair price for florists' stock of all kinds.

I have just heard that A. M. Campbell of Philadelphia is going to increase his planting of Laddie carnations the coming season. He is one of the largest growers of this variety in the country at this time, and he certainly must have faith in it or he would not be increasing for the coming year. Mr. Campbell showed Laddie in excellent shape at the Chicago meeting of the American Carnation Society, and he is without any doubt an expert grower. The blooms that he exhibited ranked well up with the winners. They couldn't all get first prize, but the least we can say is that they were all good. The vases shown by Goddard, Strout, Campbell and those coming from the Joseph Hill range were each and every one A1 in every respect.



A Good Type of Geranium

Growers of Godfrey calla will be interested to know of the success Mr. James Wheeler of Natick has made in handling this calla in a slightly different way than is common. Instead of growing them in pots, he has planted them right into the soil on the ground, and contrary to predictions by some who have had good experience in growing callas, he has succeeded in getting excellent production and blooms of remarkable size, especially for the Godfrey calla.

CORN BORER QUARANTINE.

Massachusetts Horticultural Interests Vote to Send a Delegation to Washington.

A largely attended meeting called by Chairman Farquhar of the Legislative Committee of the New England Nurserymen's Association was held at the State House on Wednesday, Feb. 18th, for the purpose of considering the quarantine which the Federal Horticultural Board proposes to put upon all the New England States, New York and Pennsylvania on account of the European Corn Borer.

Dr. Gilbert, Commissioner of Agriculture, presided, and Mr. Farquhar urged that the Commissioner be sent to Washington to act for the State. It was finally decided, however, to send a delegation consisting of Commissioner Gilbert, Mr. Farquhar and President Adams of the New England Nurserymen's Association, Mr. Moore and Mr. Wyman of the Market Gardeners' Association, Mr. Thomas Roland and Mr. W. H. Elliott and Mr. McCarthy, florists, and W. N. Craig, secretary of the Gardeners' and Florists' Club representing the growers, to attend the hearing to be given Tuesday, Feb. 24th, by the Federal Horticultural Board on that date. At the suggestion of Mr. Thommen it was also voted to notify all the different horticultural societies so that they might also send delegations if they so chose.

Pres. J. Edward Moon of the American Association of Nurserymen was present and made a rousing speech in which he said that the hearing should be subject to the rules and regulations formulated to control such hearings, but about which little or nothing has been heard. He also called attention to the fact that the call for the hearing was not signed as it should have been. He then read from a report of the F. H. B. dated Oct. 19, 1919, in which it was stated that the European Corn Borer was a single brooded insect outside of the Atlantic Coast, and as such was not a very dangerous pest. He wondered why the Board had changed its opinion in this short time. Mr.

Moon urged that the local interests should not be stampeded, and should use good judgment at the hearing so as not to invite unnecessary antagonism. He said that Mr. John Watson, Secretary of the American Association of Nurserymen, would be present at the hearing.

Mr. Farquhar in his talk briefly reviewed the general situation and spoke of the great loss from the necessity of having plants imported by permission of the Federal Horticultural Board first sent to Washington. He said that Mr. Albert Burrage of Beverly recently imported a large number of very valuable orchids, bringing them in by way of San Francisco. He was ordered to have them first sent to Washington, and chose the Southern route to avoid danger of freezing. When the plants reached Washington, however, they were allowed to freeze there, and so were utterly ruined. He urged examination at the port entry and said that Chairman Marlatt of the F. H. B. had admitted the inadvisability of this plan and said to him recently that he proposed to ask Congress for \$100,000 to be used for this purpose.

Comm. Gilbert stated that he would immediately get in touch with the other states interested so that a co-ordinated effort to prevent the quarantine might be made. The desire is to have the affected states themselves deal with the situation. Mr. Farquhar pointed out that with the Horticultural Board in charge; not only might the eight states mentioned be quarantined as a whole, but that also one state might be quarantined against another and one section of a state against another section, which would make an extremely difficult situation.

MOON AND BARRON SPEAK.

Talk to American Society of Landscape Architects at a Meeting in Boston.

J. Edward Moon, president of the American Association of Nurserymen, and Leonard Barron, Editor of the Garden Magazine, were the two speakers at a meeting of the American Society of Landscape Architects held at the St. Botolph Club, Boston, on Tuesday night. The attendance was large and much interest was shown in the remarks of Mr. Moon in regard to Quarantine 37 and other quarantine measures which are interfering greatly with the development of the landscape business. Mr. Moon had much to say about the efforts which are being made to secure a modification of these drastic measures. He also spoke about the necessity of devising some means of obtaining protection for plant novel-

ties, another matter in which the landscape architects were much interested.

Mr. Barron talked about the garden magazines and the different trade papers, their relation to the horticultural interests of the country and the necessity of giving them adequate support. He had with him several different publications by which to prove that in the horticultural trade less support is given the trade papers than in certain other lines of industry.

DAHLIA AND GLADIOLUS GROWERS.

They are to Hold an Important Meeting in Boston February 28.

A call has been sent out for a very important meeting of all the dahlia and gladiolus growers in New England. This meeting is to be held in Room 136, State House, Boston, at 10 o'clock, Saturday morning, February 28.

The meeting is called especially to consider the Illinois Quarantine which is working a great injustice upon the growers of New England. Mr. J. K. Alexander of East Bridgewater, and Mr. B. Hammond Tracy of Wenham, say that they are constantly receiving orders for shipments of bulbs to Illinois, but are debarred from sending them. This is largely the retail trade, the result of advertising in the magazines. Apparently the people of the State of Illinois have not yet awakened to the fact that it is impossible for them to buy dahlia and gladiolus bulbs from outside sources.

ANOTHER GREENHOUSE COLLAPSES.

According to a newspaper report one of the Jones Bros. Greenhouses at Wappinger Falls, N. Y., collapsed under the heavy snow, causing the firm quite a heavy loss. Only a portion of the house gave way, but this destroyed a number of growing plants and the loss will probably reach a considerable amount. The other part of the house was hastily braced up and care was taken so that the other houses would not be similarly affected.

NEW ENGLAND.

J. Edward Moon, president of the American Nurserymen's Association, was in Boston a part of two days the past week. He stated that Mrs. Moon was quite ill, for which reason he was eager to get back home.

Washington P. Gaw of the Elwell Conservatories at Kennebunk, Me., has been confined to the house by illness.

Little Talks on Advertising

"There is no case on record of a merchant who has tried advertising, tried it right, and then quit."

This statement was made by Salem N. Baskin, an advertising manager at a recent convention in West Virginia.

"Many merchants have tried advertising and quit in disgust. They found that it did not pay. Such an experience may be likened to the experience of the anaemic young man who was counseled by his doctor to leave the city and inhale the invigorating crisp air of the mountains. The young man went to the mountains and, noticing no change in his condition after the first day, returned to the city, satisfied that he had given the doctor's suggestion a fair trial, and that it had failed.

"Advertising does not pay unless it is advertising in the fullest sense of the word.

"Do not think of your occasional advertising, disconnected, unrelated, as 100 per cent. advertising.

"Your advertising must function just as regularly and just as systematically as the opening and closing of your store, with as much attention to the details as you lavish on your windows.

"Do you think you could do much business if your windows were attractively displayed and made an appeal about one day out of seven, or about one day every two weeks?

"Do you think that your valuable window space, a reason for your high rent, could show a return commensurate with its cost if the windows were not used consistently and efficiently?

"Do not play with advertising, and do not let advertising attack you for an expenditure at odd and uncertain intervals. Employ advertising as you employ a salesman in your store, and keep it busy. Know what your advertising for the year will cost you, and know that far from saving, you are losing money when you conserve a dollar of that appropriation."

Houghton-Gorney, of Boston, put out a very unique St. Valentine's Day advertisement, and one which showed

much thought. At one side was an outline view of the famous tower of the Park Street Church, with the flower store at its base. On the opposite side of the three column space was a reproduction of an old fashioned bouquet with an arrow through the center. This was the bouquet which the firm featured for the occasion, and being quite different from most of the florists' offerings, it was received with much favor.

Houghton-Gorney, Thomas F. Galvin, and Penn were the only Boston florists to make any special Valentine Day display. Penn, as usual, had quite an elaborate advertisement, while that of Mr. Galvin was much more restrained, simply featuring the name and carrying the word "Flowers" in large type.

MODERN SALESMANSHIP.

At the Convention of the Tennessee Florist Association, at Knoxville, Mrs. Edith Goetz, of Joys, the Florist, in Chattanooga, had the following to say on Modern Salesmanship:

My subject, "Modern Salesmanship" is a much abused one. Will do what I can to give you my idea of it.

To be "modern" the first essential is an attractively arranged store. Of course, it is impossible to keep the work room of your shop clean, but the front should always be neat and attractively arranged. The ice boxes should be filled with good stock (if it can be obtained) each vase plainly marked.

These essentials must be cared for before salesmanship successfully begins.

BOUVARDIA

There is always a shortage in

BOUVARDIAS

WHY NOT ORDER NOW

Single White		Single Pink	
		Single Red	
		100	1000
2	1/2 inch pots.....	\$7.50	\$65.00
2 1/2	inch pots.....	8.00	70.00
April Delivery			

C. U. LIGGIT

303 Bulletin Bldg. Philadelphia, Pa.

Your customer should be greeted with a smile or "Good morning." If you are busy when they enter, their presence should be acknowledged with a nod and the information that you will wait on them as soon as possible.

Fifty per cent. of your sales can be made without showing any stock or photography. A suggestion is what most customers want and if you can show a knowledge of your stock and an interest in your customer, your sale is easily made.

The order should be plainly copied and if the item is charged address and all other information should be plainly shown on the ticket.

The customer should always be asked "If they wish to pay" for the purchase. Many charges could be avoided if this question were asked.

Modern Salesmanship goes further than a sale or copying of the order—the package should be neatly packed and attractively tied and delivered in the same condition.

No sale is complete until the flowers are received and the recipient is pleased.

Thank your customer, ask if there is anything else they need and request that they call again.

THE ST. MARTIN

The Finest All-around Strawberry That Grows

Color—Rich, deep red

Size—Sixteen berries to a quart jar

Flavor—Unsurpassed

Long season, good canner, perfect blossoms and strong runners. Awarded the silver medal of the Massachusetts Horticultural Society

PRICE -- \$10.00 PER DOZEN

LOUIS GRATON

Originator and Sole Owner

309 Bedford Street

WHITMAN, MASS.

HORTICULTURE

Established by William J. Stewart in 1904

Vol. XXXI

February 21, 1920

No. 8

PUBLISHED WEEKLY BY
HORTICULTURE PUBLISHING COMPANY
 78 Devonshire Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor.
 Telephone Fort Hill 3694

ADVERTISING RATES:

Per inch, 30 inches to page..... \$1.25
 Discount on Contracts for consecutive insertions, as follows:

One month (4 times), 5 per cent.; three months (13 times), 10 per cent.; six months (26 times), 20 per cent.; one year (52 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

It seems to us that Frank R. Pierson, of Tarrytown, went straight to the nub of the matter at the hearing given the orchid growers by the Federal Horticultural Board at Washington, when he said:

"This is not a tariff discussion."

Mr. Pierson went on to say that the real question and the only question with which the board had a right to concern itself, was whether it was safe to import orchids. He further called attention of the board to the statement of the Secretary of Agriculture in connection with such quarantines that the burden of proof was on the government. He advised the board to keep this fact in mind.

Mr. Pierson's attitude was thoroughly justified, because the discussion at the hearing had been largely on the question of the ability of American growers to raise orchids. Now this is, or should be, entirely beside the question at issue. It is a curious fact, however, that the Horticultural Board seems to consider the insect situation as only one feature of their deliberations. In his opening remarks, Chairman Marlatt went so far as to say that assurances had been received by the board that the quarantine as it now stands had given the orchid producers the protection that they long needed. He predicted that in a few years there would be sufficient home grown orchids to satisfy all reasonable needs in this country. He then made the bald statement that the question now is, "Can the orchid business in this country take care of itself with such importations as are permitted?"

It seems to us that in taking such a position Dr. Marlatt has arrogated unto his board such powers as were never before given to a similar department, and which were never intended to be given his board under the terms of the act creating it. If the Horticultural Board should concern itself simply with the exclusion of plants which in its belief threaten the horticultural interests of this country, there would be no particular grounds for criticism. When, however, it sets itself up as a tariff board and virtually undertakes to determine what plants shall or shall not be grown in the United States, it is taking authority which belongs to Congress alone.

This curious and wholly unwarranted attitude of the board is a perfectly just cause for complaint, whether one

believes that certain quarantine regulations are required or not. It is one thing to have a difference of opinion upon this point, and quite another thing to find the question resolving itself into a discussion of how best to protect American nurserymen and plant growers from foreign competition. If the whole matter should be put before Congress on this basis, we feel sure that Congressmen would soon put an end to any practice by which a simple bureau takes to itself a purely legislative function.

Mr. Wilson's View

Dear Sir:

My mail brings a copy of a "Notice of Public Hearing to Consider the Advisability of Quarantining Asia, Japan, Philippine Islands, and Oceania on Account of Dangerous Plant Diseases and Insect Pests."

Here is a cool announcement of a proposal to quarantine half the world and the half of the world to which our gardens and greenhouses are most indebted for their most valuable plants, and, moreover, the half of the world to which we may look for a continued increase to our collections. In view of Quarantine No. 37, now in operation, one may ask: "Will raising the fence a little higher make any difference?"

The object supposed to be obtained by these quarantine acts is the exclusion of pests dangerous to vegetable growth of all kinds. This object is impossible of accomplishment in its entirety since such pests as are of a bacterial nature and others of fungoid origin may be disseminated by air currents even as was the germ of the recent influenza epidemic. Those of insect character can travel on material other than living plants. Witness the corn-borer now alarming New England farmers and the wood-borer found in American packing cases and about which Australia is just now agitated. The logical end of all such legislation is to cut off all international trade and intercourse. These quarantine acts will not effectively keep out disease. They will accomplish no more in that direction than proper inspection at ports of import would do and have done in the past.

Panics are everywhere contagious. The effect of the actions of the Federal Horticultural Board is seen in recent hysterical legislation in Illinois. It view of this and what it threatened in New Jersey, it behooves all those interested in horticulture, both trade and amateur alike, to pause a moment and consider the logical outcome. Following the lead of the F. H. B. state will quarantine against state, then country against country until finally it will be impossible to move a plant from one's garden to that of a neighbor. The trade has the choice of two things, either to resist this pernicious legislation with all its might or wind up business while the winding up is possible. The cry of quarantine measures assisting nurserymen and florists is mere camouflage. The bankruptcy court is where it leads to and, worse than this, it means not only the bankruptcy of the horticultural trade but the bankruptcy of garden art in America.

The same mail brought a notice that the House had appropriated \$239,000 for free seeds. Here's the secret of much legislation. Politics, pure and simple. The farmers' vote is necessary to the politician. Maybe the only way of injecting reasonable commonsense into the powers that be is by bringing them to an appreciation of the value of the votes held by those who love flowers and gardens and cater to their needs.

E. H. WILSON.

Arnold Arboretum, Harvard University,
 Jamaica Plain, Mass.



A Giant Everbearing Quality Fruit which the U. S. Dept. of Agriculture states, "should be tried in gardens in all parts of the country."

La France King of Raspberries

(Everbearing)

Raspberries from early July to November! From your own garden to your own table! La France Everbearing Raspberry is Scheepers' latest introduction to the world of horticulture. Immense clusters! Giant berries—twice the size of the ordinary varieties! Firm, luscious fruit; deep-colored, wonderfully rich-flavored! And few seeds!

Tested and Proved for Three Years Continuous Crop—Easily Propagated

La France Everbearing is a remarkable plant. Its hardiness and habits—its prolific bearing qualities, and its ease of propagation—make it a horticultural phenomenon. Planted early in the spring, it loses no time getting started. Begins bearing as early as the first week of July (the first season!) and "never lets up"—keeps right on with break after break, cluster-laden shoots, until all vegetation is completely frost-checked for the season. Even then its remarkable nature continues in evidence; La France has demonstrated its hardiness by sur-

viving temperatures as low as 30° below zero.

La France Everbearing Raspberry propagates freely and very rapidly. A dozen plants will produce a good-sized berry patch in an incredibly short time.

Its rapid growth, its hardiness to withstand extreme cold, its immunity from fungus and insect diseases, its remarkable all-season production of fruit, make La France Everbearing by all odds the raspberry for home gardener, fruit grower or farmer.

What a Few La France Growers say:—

T. A. Havemeyer,
Pres. Hort'l Soc.
of N. Y.—"Far superior to any other raspberry. Very prolific. Large clusters. Luscious berries. A remarkable plant. Should be grown by every garden owner, fruit grower, farmer, nurseryman."

F. A. Bartlett, Tree
Specialist, Stamford,
Conn.—"The finest acquisition in years. Winter of 1917-18 killed all my varieties except La France."

Wm. Ziegler, Great
Island, Conn.—"La France 8-ft. canes loaded with large clusters. Shall discard all other varieties and grow only La France."

J. B. Cobb, Stamford, Conn.—"Produces large crop for almost four months. Consider La France 'King of Raspberries.'"

Now's the time to order Supply is very limited

Plant La France early this spring and have berries the first days of July! But order now. Twelve plants—a reasonable first plant-

ing—delivered to your door for \$20. Six for \$10.50. Single plants, \$2, postage paid. (Not more than two dozen plants to any one customer.)

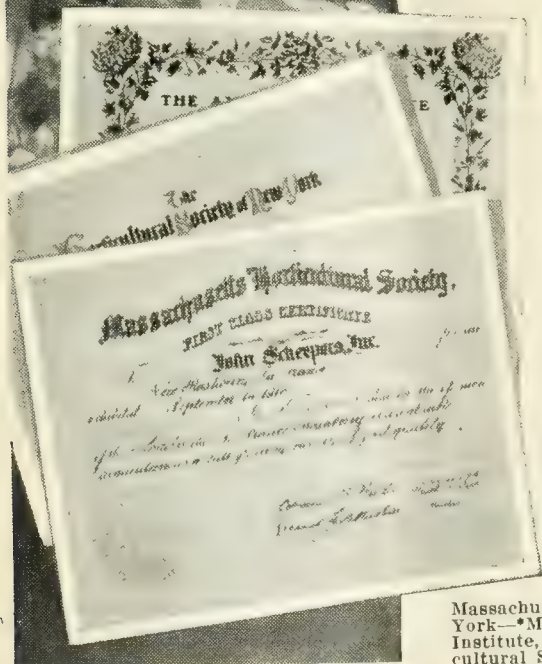
JOHN SCHEEPERS, Inc., 2 Stone St., N. Y. City
Nurseries—Sound Beach, Conn., and Brookville (P. O. Glen Head), N. Y.

Write for booklet on "La France Everbearing Raspberry." Includes additional expressions from noted horticulturists, etc.

LA FRANCE FIRST CLASS AWARDS

Massachusetts Horticultural Soc.—New York Florists' Club—Horticultural Soc. of New York—Morris County Horticultural Soc.—Tarrytown Horticultural Soc.—The American Institute, New York—Nassau County Horticultural Soc.—Fairfield and Westchester Horticultural Soc.

*And Silver Medal. Also other Show and Fair awards wherever exhibited.





"The Telegraph Florist"

Member of Florists' Telegraph Delivery

**124 TREMONT ST.
BOSTON**

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery
Association

WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.
Member Florists' Telegraph Delivery

**Providence, Rhode Island
Johnston Brothers**

LEADING FLORISTS

38 Dorrance Street
Member Florists' Telegraph Delivery

**Quality and Reliability
WARBURTON**

FALL RIVER, MASS.

Deliveries of Flowers and Plants
in FALL RIVER and contiguous
territory.

The Beacon Florist
7 Beacon Street, BOSTON

Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

A Card This Size

Cost only \$1.00 per Week
on Yearly Order

It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order.

Flowers Under Glass

It is important to remember that with the lengthening days roses will need to be fed more heavily than in the past two months. Mulching also becomes important now, and of course there is nothing better for the purpose than old, well decayed cow manure, but this manure should be thoroughly decomposed before it is used. If you must use fresh manure, be very careful not to burn the roots or foliage. There is a right and wrong time to put on mulch. The right time is when the plants are just being started for another crop, with growth about three inches long. Don't put the mulch all on at once, and if it is at all fresh, use only about a shovelful to four square feet of bench. Have rather more to the front than to the back and center. As soon as the mulch has been put in place, give the benches a good watering so that the fertilizing elements will be washed into the soil and also to kill whatever heat there may be in the manure. If you have to keep the house closed tightly, mulch only one bench at a time in order to avoid the presence of too pungent fumes. If you have any choice in the manure available, choose that which has only short straw in it.

With a threatened scarcity of geraniums at Easter time and later in the spring, there will doubtless be a big call for potted petunias. Many people are now buying them for window boxes as well as for cemetery bedding and garden use. The variety Rosy Morn still continues the favorite pink petunia, and without doubt will sell readily this season. You will need plants from early May up to midsummer, and in order to have a succession it will be necessary to keep sowing seeds every ten days or two weeks. These petunias are not at all difficult to grow from cuttings if you keep your house at about fifty-five degrees. A thrifty plant will produce many cuttings, and you can increase your stock rapidly.

Do not delay in sowing the seed of

CAMBRIDGE, MASS.

581 MT. AUBURN STREET

HAROLD A. RYAN, Inc.

Member
F. T. D.

BROCKTON, MASS.

Belmont Flower Shop

Member
F. T. D.

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass.

LAWRENCE - - MASS.

A. H. WAGLAND

We Cover

LAWRENCE, METHUEN, ANDOVER,
NORTH ANDOVER, SALEM, N. H.
and Contiguous Territory
Member of F. T. D.

BEVERLY, MASS.

BEVERLY FLOWER SHOP Member
F. T. D.

MALDEN, MASS.

J. WALSH & SON Members
F. T. D.

HALL, The Florist

Telephone 1422

4 Main Street, **TAUNTON, MASS.**
National Florist for Taunton and Vicinity



GUDE BROS CO
1214 F ST NW
WASHINGTON DC

GUDE BROS. CO.
WASHINGTON, D. C.

Member Florists Telegraph Delivery

FLOWERS The Best at
The Lowest



"I SERVE"

The Largest Popular Priced House in
Philadelphia

F. M. ROSS

Send orders to

136 So. 52nd Street, Philadelphia.

Other Stores

13 So. 60th St., 212 E. Girard Avenue

PHILADELPHIA

Member Florists' Telegraph Delivery

Orders from all except members of
the F. T. D. must be accompanied by
remittance.

FOR

KANSAS CITY

Transfer Your Orders to

SAMUEL MURRAY

1017 Grand Avenue

Member Florists' Telegraph Delivery

DARDS FLOWER SERVICE

has spent GUARANTEED SATISFACTION
for nearly FIFTY YEARS.

Regular European sailings now established.
Let us fill your orders for Steamer Flower
Baskets, Corsages and Artistic Boxes of
Out Flowers.

DARDS, Inc., Florist,
341 Madison Ave., New York

S. A. ANDERSON

440 Main St., Buffalo, N. Y.

ANDERSON service means fresh, sturdy
stock and prompt deliveries in BUFFALO,
LOCKPORT, NIAGARA FALLS and
WESTERN NEW YORK.

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HESS & SWOBODA

FLORISTS

Telephones 1501 and L 1500
1415 Farnum St.

OMAHA, NEB.

THE KNOBLE BROTHERS CO.

Flowers and Nursery Products
Member Florists' Telegraph Delivery

We are well equipped to handle
your orders.

1806 W. 25th Street CLEVELAND, O.

THE SMITH & FETTERS CO.

735 Euclid Avenue
CLEVELAND, OHIO

Flowers of Every Kind in Season

PHILADELPHIA

CHAS. H. GRAKELOW F. T. D.

Everything in Flowers
Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER, COLORADO

IN THE National Capitol

At your service to deliver Flowers
or Designs on Order by Tele-
graph or otherwise. Prompt
Reliable Service.

GEORGE H. COOKE

Connecticut Ave. and L St.
WASHINGTON, D. C.

JOHN BREITMEYER'S SONS

Cor. Broadway and Gratiot Aves.
DETROIT, MICH.

Artistic Designs - . . . High Grade Cut Blooms

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.
Members Florists' Telegraph Delivery
Association.

cornflowers if you want good spring
plants. Sow the seed rather thickly
and then transplant to small pots.

It is time to make the first planting
of the large bulb gladioli. Naturally
you will use the kinds which have
proved popular in the past few years,
for example, America, Prenchleyensis,
Mrs. Francis King, Halley, Augusta,
and Mrs. Frank Pendleton. To be sure,
the bulbs are very much higher than
in past years, but there is every reason
to believe that the flowers will sell
readily at the increased price which
will have to be charged for them. By
planting now in benches you can have
a crop Memorial Day, and need not
worry about any that are left over
after that occasion. It takes some skill,
though, to time the opening of gladioli.
Climatic conditions may disarrange
the best laid plans. Use old manure
if you like in planting glads, but not
fresh manure. Instead of the latter it
is better to use pulverized sheep manure
and bone meal. Fifty-five degrees is
about the right night temperature.

You must make plantings of sweet
peas within the next two weeks if
you want them for Memorial Day. Experience
seems to show that the best
way to grow peas is in a solid bed, and
of course a house must be used in
which there is ample head room. Oftentimes
sweet peas may be used in the center of a
house without interfering greatly with other
crops. There are some growers who still
have their sweet peas on benches, but it is
very hard to get a good crop in this way.
Don't bother with too many kinds, es-



Schling Service
Nothing Better

785 Fifth Avenue, New York City

"Says It With Flowers"

CLEVELAND

A. GRAHAM & SON

5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

DAVID CLARKE'S SONS

Deliver orders from any part of the country to

New York City

Write or Telegraph
2159-2141 Broadway, - New York
Telephone 1552-1553 Columbus

KOTTMILLER, Florist

426 Madison Ave. and 49th St., New
York. Also Vanderbilt Hotel

Telephone, Murray Hill 783

Out-of-town Orders Solicited. Location
Central. Personal Attention.

Member F. T. D. Asso.

G. E. M. STUMPP

761 Fifth Ave.

NEW YORK CITY

Member Florists' Telegraph Delivery Asso.

When Writing to
Advertisers Please
Mention
HORTICULTURE

THE J. M. GASSER COMPANY,

CLEVELAND

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Edward W. Habermehl, junior member of the firm of J. J. Habermehl's Sons, died on the 11th inst of pneumonia, after a short illness. With his brother, John he took an active interest in the business founded by their father and from boyhood to the time of his death gave it his whole time and attention. The firm were growers at first and retailed their own plants and flowers, their stand at 22nd and Diamond St., Philadelphia being in the early days on the outskirts of the city; but of late years they branched out and became leaders in the retail center, with stores at the Bellevue-Stratford, the Ritz-Carlton, etc., drawing their supplies from near and far and using their own range of glass mostly for conservatory purposes. Both Edward and his brother were tremen-

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dous workers and their vim and ambition set the pace in the big city and made everybody sit up and take notice. Their efforts have been crowned with great success and the unexpected demise of Edward leaves a gap in the flower business and in the hearts of his many friends that will be hard to fill. He was about 52 years of age and was born in Philadelphia.

INTERNATIONAL FLOWER SHOW.

Arrangements Practically Completed
for the Big Exhibit.

At this time, three weeks before the opening of the International Flower Show in the Grand Central Palace, New York, all arrangements are practically completed.

The arrangement of the exhibition will show some differences in comparison with the lay-out of previous shows, but they will be to the advantage of the general display. The rose garden feature promises to be on a larger scale than ever, and the big cut rose display is this year to be doubled. The American Rose Society is taking much interest in the rose displays, which will include the society's annual exhibition, and its officers have secured several special prizes for rose exhibits. Rock gardens and border plantings will be featured lavishly, and the bulb garden display is expected this year to excel any attempt heretofore made in this direction.

The trade exhibits bid fair to exceed in number, space occupied, and general interest all previous showings at any similar exhibition. An especial feature in the assemblage of exhibits will be some devoted to the display of garden tractors. In these days of labor shortage tractors adapted to garden use will undoubtedly be objects of interests to all whose garden operations are conducted on a liberal scale. Many will miss the handsome display of garden pottery, statuary and furniture which has characterized other exhibitions, but the committee has been unable to secure the feature at this show. Also, probably will be missed the usual extensive exhibit of rustic furniture for gardens and parks exhibit which has always appealed to the public, whose ideas generally connect summer houses and benches with the gardens of their dreams. Seventy-four trade exhibits have had space reserved for them, and this number will very likely be increased, but only to the extent of space available. It will seem rather strange that the list of exhibitors does not include any house able to stage an exhibit of garden tools, that is, spades, forks, garden baskets, shears, flower cutters, trowels, markers and the hun-

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dred and one things adapted to the use of gardeners of both sexes.

Among the exhibitors in the trade section not already mentioned in the trade papers are: Stumpp & Walter Co., New York; L. J. Reuter Co., Boston, Mass.; Niagara Sprayer Co., Middleport, N. Y.; W. F. Kasting Co., Buffalo, N. Y.; McCallum Co., Pittsburgh, Pa.; Woman's National Farm and Garden Association; National Farm Equipment Co., New York.

The Tea Garden this year will be managed by the Allied Loyalty League, and the ladies who were instrumental

in making this feature of the show such a success in past years will again be in charge of it. The garden will be located on the second floor, in much about the same position as formerly.

The general price of admission will be \$1.00, a price necessitated by the increased expense attaching to the show. Trade tickets will be furnished as usual, but the price this year is 40c. each, in lots of 100 or more, 50c. each in lots of less than 100, with the privilege of redemption for unused tickets.

JOHN YOUNG, Secy.

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RAMBLING OBSERVATIONS OF A ROVING GARDENER

Perhaps enough attention has already been given to the rose Columbia, but in Horticulture it has been treated mostly from the standpoint of the commercial grower. Indeed, it is most commonly looked upon as a greenhouse rose. I am interested, for that reason, to find that in the Henry A. Dreer catalogue it is being featured as a garden plant. The statement is made, in fact, that Columbia has proven itself one of the best bedding or garden varieties. Mention is made of its strong, vigorous growth and its free flowering habit, as well as of its pleasing color and sweet perfume. I wish

I knew for certain that it was entirely hardy in New England, for I expect that question to be asked by many people. With the new honors won by Columbia in the competition at Portland, Ore., it is likely to be in great demand. I already feel that I shall have to grow it the coming season, as a matter of duty, if for no other reason, for I must needs learn more about its garden qualities. Curious, by the way, how easy we find it to make a duty of things we like to do.

I do not suppose that there is anybody in the Dreer establishment who poses as a prophet, but it seems as though somebody on the staff must

have had a hunch that Columbia was to loom big in the eyes of rosarians, for the new catalogue comes out with a wonderful full page picture of this rose in colors, one of the handsomest things I have seen in this season's catalogues. It would sell the rose even without a description.

I believe that Charles H. Totty is also presenting an excellent plate of this rose, along with many other colored illustrations. Mr. Totty gives some space to the loss occasioned here by Quarantine 37 in the shutting out of the beautiful Irish roses which formerly were imported. Mr. Totty was American agent for the Dicksons of Belfast, and had introduced some splendid varieties from that source. It is to be hoped that a stock has been accumulated of such fine singles as Ulster Gem and Ulster Volunteer. People seem to be growing more fond of the single roses, which is a good



Silver Moon which Mr. Fish says is Entirely Hardy in New England

indication. It is possible to develop them from native sources, too.

ROSES THAT ARE HARDY.

Dear Sir:—

The question as to the hardness of the climbing rose Silver Moon has been raised. My experience with it has been perfectly satisfactory in every way.

Harking back to the hard winter of 1917-18 this rose went through better than some of hardy H. P. roses. All of my F. K. Druschki's were killed, both bush and tree form. In fact all of the standard or tree roses were killed except Tausendschon and Silver Moon. Both of these varieties bloomed the following June.

I have had good reports from Indiana, Ohio, Michigan, New York and Maine. The whole trouble seems to hinge on the first winter. If protected then it will take care of itself after, when well established.

We are having one of the old fashioned winters this year, but I don't think there will be many losses in this section even, if the temperature has been down to 12 below here, as we have two feet of snow here to protect the bushes, while the other hard winter there was absolutely no snow and the thermometer went to 18 below. Also the past summer was a perfect rose season, no drought at all, and just enough rain all the time to keep them growing and ripening all the way along.

Yours truly,

A. J. FISH.

NEWS NOTES.

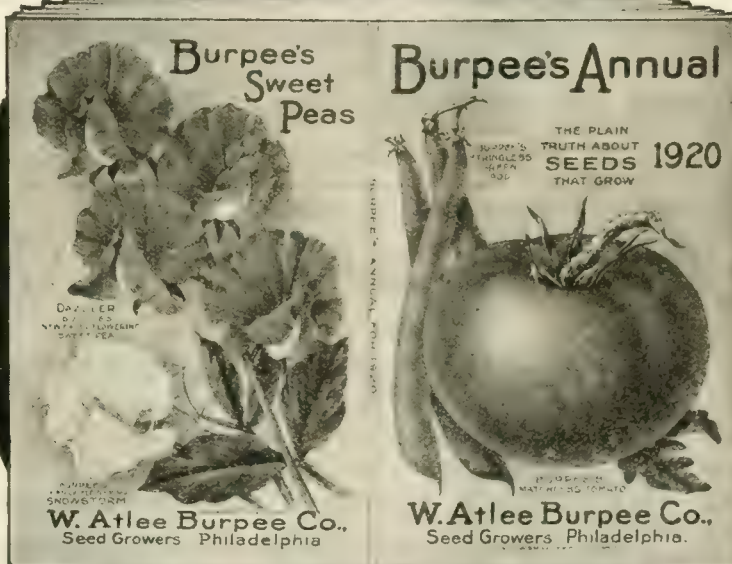
The following are new members of the Indiana State Florists' Association: Thos. Affleck, Indianapolis; Norman and Fred Hukreide, Indianapolis; Frank D. McConnell, Booneville; William Julius, Jeffersonville; Adam Scheidler, Muncie; Clarence K. Hirth, Indianapolis.

Norman S. Chamberlain, of Howell, Michigan, has carried out a unique plan. Needing water for his four greenhouses he has put up a windmill which is the exact reproduction of the picturesque windmills of Holland.

Serious damage was done at the establishment of Carl Jurgens at Newport, R. I., during the recent storm, when the heavy snowfall broke down a large rose house in which were many dormant roses that were badly crushed.

Donald Fogg, formerly a florist at Portland, Me., died recently at Rutland, Mass.

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HARD TO ANSWER

Important Questions Put to Horticultural Board by W. A. Manda.

Mr. W. A. Manda of South Orange, N. J., is making a vigorous effort to have the quarantine on orchids modified. He recently sent a carefully prepared communication to the Federal Horticultural Board at Washington which embodied some very stiff questions. In part this communication was as follows:

Gentlemen:

I hereby enter a protest against the exclusion of importation of orchids and trust that your honorable body will take the following into consideration and so modify and arrange Quarantine No. 37 so that we could import orchids from their native habitat which furnishes us what may be called the raw material, fundamentally necessary for orchid culture in America.

Orchids in cultivation have only the following enemies:

1—Cattleya Fly which attacks only few and not all of the species of Cattleya and does not attack any other orchids and never other plants.

2—Other insects like spider, thrips, green fly, scales, mealy-bug, snail, cockroaches are common to all greenhouse plants and is due to lack of cleanliness and proper ventilation and occurs out of doors just as well in the summer months due to unusual climatic conditions, neither being dangerous to vegetation and easily eradicated. Orchids have only one disease that of Black Spot due to too much moisture in cultivation and this does not exist, only in native state nor does it spread to other plants.

Questions.

1—Has there to the knowledge of this honorable board ever been a dangerous insect or disease imported with orchids?

2—Are there any insects or diseases peculiar to orchids that would feed or establish on other plants especially those used in agriculture?

3—How are orchids more dangerous than banana, timber and such without any inspection whatsoever?

4—How is this board going to guard the Frontiers of the United States along either the Mexican or Canadian borders from spread of insects or diseases if such should exist in these adjoining countries?

5—Are not birds, animals, heavy rainstorms, hurricane winds over which this board cannot assume any control, more liable to bring insects and diseases into the United States than could be ever done by the most



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gigantic importation of orchids and in fact all other plants combined.

My reasons for asking this change in Quarantine No. 37 are as follows:

1—Orchids are considered by everyone the super flower.

2—This exclusion would retard horticulture at least a century.

3—It would deprive the amateur from cultivating and enjoying nature's most beautiful and wonderful flower.

4—It would be a hardship and loss of business and money to the man interested in same commercially.

5—There is no plant used agriculturally that belongs to the orchid family hence impossible contamination especially as none exists in orchids.

6—Orchids cannot be practically and successfully propagated in cultivation.

7—For if the stock could be only doubled yearly the quantity imported into England would be sufficient not only early to fill every green house but every field in Great Britain.

8—If quarantine is not removed the stock of orchids will gradually be reduced and United States will depend on Canada, Mexico or Cuba for cut orchids.

9—The admission of orchids will not endanger or nullify the efforts of the horticultural board in safe guarding either agricultural or horticultural interests at large.

I trust that your honorable body will take the above under due consideration, act and decide accordingly.

Respectfully yours,

W. A. MANDA.

FEBRUARY.

Icicles, a foot and more long, hang from the eaves of the buildings. A dull sky wraps the scene in one monotony of gray. When suddenly there is a shift in the wind, the sun breaks up these sombre hues, the sky is a study of lovely shades of gray and gold.

The clouds pass away at noon, the sky is all one clear and brilliant blue, giving the long shadows of the trees in exquisite blues and purples on the snow. Reflected back from the white snow is the golden radiance of the western sun.

Every month has its special charm, and almost every month has its appropriate holiday. Thanksgiving Day, after the harvests have been gathered; Christmas, the midwinter feast of yule log and holly, dating back far beyond our Christian era. With February spring has not come, but there is the promise of it in these long lights and shadows, one feels that the sap will soon begin to start, and the feast of Saint Valentine is here.

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NEW DAHLIAS.

Those Which Showed Promise in the Trial Gardens at Storrs.

Now that dahlia lovers are selecting the varieties that are to become a part of next season's gardens, a few words of comment on the newer dahlias suited for garden or exhibition purposes may be timely. The varieties described in the following notes are those that showed promise in the trial gardens of the American Dahlia Society, conducted last year at the Connecticut Agricultural College at Storrs. In this list I have mentioned only those that are on the market; or are likely to be soon. There were several other splendid varieties that received the certificate of merit that were entered by amateurs, and private growers, some under number, so I doubt if they will be on the market this season. All the varieties are free flowering, and were grown without disbudding so should make large flowers if disbudded for exhibition purposes. Those marked with a * received the Society's Certificate of Merit.

*Geo. L. Mastick (M. G. Tyler, Portland, Oregon). A large crimson-purple duplex, that is very attractive and shows up well in the garden. (5 ft.)

*Amy Robsart (Tyler) Peony. Immense flower of orange-scarlet color suffused with red, on good stems; worthy of a place in any garden, or for exhibition. (5-6 ft.)

Fantastique (Tyler). A very odd and attractive variety; the color is a deep maroon with white edges and tips; the petals twist in a tortuous fashion. A very remarkable variety. (6 ft.)

*Quentin Durward (Tyler). Peony. Bicolor crimson-yellow, another large flower suitable for garden or exhibition purposes. (5 ft.)

Frans Ludwig (K. Van Bourgondien, Babylon, L. I., N. Y.). Decorative—a fine medium-sized flower of lavender pink color, that will make a fine addition to the garden for bedding, or cut flower. It is dwarf and a continuous bloomer. (2½ ft.)

*Esther Lynn (C. C. Morse Co., San Francisco, Cal.). Decorative. A fine variety of a very pleasing burnt orange color, on long stems, good for cutting, garden, or exhibition. (5 ft.)

*Splendid (Nathan Miller, Brandford, Conn.). Cactus Hybrid, a pure white variety that everybody admires. Fine for garden and exhibition. (4 ft.)

*Lavender Pink, now named Mrs. Carl Salback (Carl Salback, Oakland, Cal.). Decorative. A large flower on long stiff stems of a pleasing shade of lavender pink; this variety will make a name for itself wherever shown. (4-5 ft.)

*Lady Helen (G. L. Stillman, Westerly, Rhode Island). Cactus Hybrid. This is another large flower the color of which is a deep pink with cream tips, on long stems. Should make a good garden, or exhibition variety. (5-6 ft.)

*King of Shows (Stillman). A very free flowering, show variety, of a deep butter yellow. Its long stems make it fine for cut flower as well as for exhibition purposes. (4-5 ft.)

*Perfect Beauty (Stillman). Decorative. Here is a variety that will please those that like to have something odd and novel in their gardens. The red petals tipped with white make a very striking plant. (4 ft.)

*Aquitania (Stillman). This cactus hybrid, will make a fine addition to the collection. It has immense flowers of deep salmon pink, on long stems. (5-6 ft.)

*Catherine Wilcox (Stillman). This is a dwarf decorative variety that ought to make good for cut flower as well as for the garden, and exhibition. Color, white with lavender shading. (2-3 ft.)

*George E. Alling (C. Louis Alling, West Haven, Conn.). If you want a good, clear, lemon yellow peony, for cutting, this variety will please you. The color is all that could be desired, and it flowers freely. (4-5 ft.)

*Margaret Douglas (A. W. Davison, Ansonia, Conn.). Decorative. This variety resembles "Esther Lynn," but the color is a deeper shade of burnt orange. Very free flowering, and good stem. (4-5 ft.)

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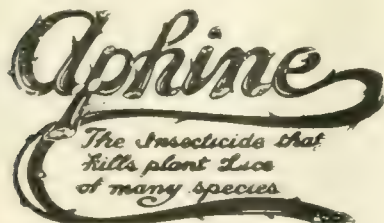
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HORTICULTURE

Vol. XXXI

FEBRUARY 28, 1920

NEW YORK
BOTANICAL
GARDEN

No. 9

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

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We want you to know them. May we send you full descriptions? Your request will bring it.

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This fern was

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Strong plants, 2½-inch pots, \$3.00 per dozen, \$20.00 per 100
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Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

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Elegantissima, elegantissima compacta, 2½-inch	Each \$0.25
Elegantissima and elegantissima compacta, 6-inch	.75
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Elegantissima and elegantissima compacta, 8-inch	2.00
Elegantissima and elegantissima compacta, 10-inch	4.00
Harrisii, 8-inch	3.00
Dwarf, Boston, 8-inch	2.00

If plants are shipped in pots, 10% additional.

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We have on hand for immediate shipment a splendid lot of **Pot Grown Ferns.** All extra good value for the money. Shipped without pots.

	Size	Doz.	100	1000
Bostons	4-in.	\$3.00	\$20.00	\$190.00
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"	8-in.	\$2.50 each		
Scottii	4-in.	3.00	20.00	190.00
"	5-in.	4.50	35.00	
Cordetta Compacta	6-in.	4.80	50.00	
Cyrtomium Holly Ferns	4-in.	3.00	20.00	

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Vernon, red and pink mixed in extra good shape, ready for a shift.
2-in. \$2.75 per 100, \$25.00 per 1000.
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Brilliance, 3-in. \$4.50 per 100.

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We have about 10,000 each 2 and 3 in. singles in a good assortment. About 5,000 3 in. S. A. Nutt, and 5,000 3 in. white.
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Alternantheras; Alyssum, double Giant and dwarf; Lobelia, Crystal Palace Gem; Hardy English Ivy; Lantanas, assorted; Heliotropes; Moonvines; Vinca variegated. 2-in. \$2.75 per 100, \$25.00 per 1000.

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S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN

Letters such as the following are gratefully appreciated by our Publicity Committee:

Bloomington, Ill.,
February 17, 1920.

Mr. John Young, Secretary.

Dear Sir:

Your statement for \$50 to cover our 1920 pledge to the Publicity Fund is at hand. We are making our cheque \$100, both because we think it is a good investment and is an expression of our appreciation of the work the Committee is doing for the good of the cause. The greatest good will come in a year or two, or three from now, when production more nearly catches up with the demand.

A. WASHBURN & SONS."

A few carping critics have seen fit to question the wisdom of launching our Campaign at the time we did. Results have proved that such launching was the greatest and most beneficial move ever made in the history of the florists' trade. To imagine that a continuance of the Campaign because of an apparent shortage of flowers is an unwise step is wrong. What has caused the shortage, if not demand? There are as many growing establishments as ever, and, as far as is known, practically everyone is going at full tilt. At any rate there are no more idle than is always the case. Has any particular glut been recorded since the Campaign started? Was not every market bothered with periodical gluts before we became active with our publicity movement? The Washburns are right. The greatest good will come later on. Demand will not be allowed to exceed supply for long. Production is already increasing, and, naturally, will continue to increase. We must expect it, and we must prepare for it.

In spite of increased labor cost, and advanced cost of materials, have growers ever enjoyed as good returns for their products as they have of late? Yet the growers as a class have not supported our Campaign to the extent expected of them. They evidently have not given our movement the serious thought it surely deserves. They have been content to profit through the better movement of their products brought about by the Campaign, without contributing to the expense of the work. Surely the subscriptions from growers should be on

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

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We grow nothing but

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Our Novelties are worthy of consideration and the Standard varieties offered are the BEST.

Elmer D. Smith & Co.
Adrian, Mich.

a par with those from other sections of the trade.

The Campaign can be active only so long as those who are to benefit will share in the expense. Subscriptions certainly are not coming in as they should, and it is rather unfair that those who last year so generously pledged themselves to meet a goodly portion of the Campaign expense this year should be allowed to finance the movement within a limit necessarily determined by the fund available. With the great number of florists to share in the benefits it should not be difficult to carry the funds to the amount required by the Committee, \$100,000. Is this such a very great sum to raise among 20,000 members of the trade? Assure yourself, Mr. Nonsubscriber that it is not, and send in your cheque for the amount you think right for you to subscribe—or had one not better say invest.

JOHN YOUNG, Secy.

COMMITTEE ON TARIFF AND LEGISLATION.

William F. Gude, chairman of the Committee on Tariff and Legislation, has called a meeting of the Committee to be held at the administration Offices, 1170 Broadway, New York, on Wednesday, March 17th, at 2 P. M. The matter of future action of the Society in regard to Quarantine Order No. 37 will have consideration at this meeting.

JOHN YOUNG, Secy.

NATIONAL FLOWER SHOW COMMITTEE.

Chairman George Asmus of the National Flower Show Committee has called a meeting of this committee to be held at the Administration offices 1170 Broadway, New York, on Tuesday March 16th, at 3 P. M. As the business of this meeting is important, a full attendance of the Committee is expected.

JOHN YOUNG, Secy.

1170 Broadway, New York.

ATTENTION !!

Members of the S. A. F. & O. H. and Affiliated Societies:

Are you going to attend the 7th International Flower Show, to be held March 15th to 21st inclusive, Grand Central Palace, New York City? If so, during your stay, make the S. A. F. & O. H. Booth your Headquarters.

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S. A. F. & O. H.
Jamaica, N. Y.



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With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

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Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

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Christmas and Easter Pot Plants
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All Stock Propagated from Plants Absolutely Free from Midge or Any Other Disease

CHOICE COMMERCIAL VARIETIES.

Rooted cuttings of list below \$5 per 100; \$40 per 1000.

BARBARA DAVIS. Rich shade of reddish bronze and entirely distinct from any other variety. Has proved a decided acquisition either as a cut flower or as a pot plant. In habit of growth it is short-jointed and inclined to be dwarf, but makes good stems from early propagation. The flower is reflexed when fully open and is at its best just before maturing.

C. H. TOTTY. Chestnut scarlet; flower large and growth strong.

CHADWICK SUPREME. Color similar to Pacific Supreme; reflexed bloom. A sport of W. H. Chadwick. In bloom from November 20th to December 1st.

GOLDEN CHADWICK. When high-class blooms are the object, this variety reigns supreme. Its rich yellow color, combined with the good characteristics of the Chadwicks, places it as one of the best late yellow varieties.

GOLDEN MISTLETOE. Sport of Mistletoe. The parent is our latest flowering variety, coming well into December. It is ball-shaped. An excellent companion for the parent.

INDIAN SUMMER. The groundwork is yellow, but into this are blended terra-cotta and salmon shades, with a tinge of bronze. The color of autumn foliage during Indian summer in a measure describes the coloring. It is a sport of Golden Chadwick.

WELLS' LATE PINK. Clear, bright pink in color.

W. H. CHADWICK. For the markets that want select stock, this variety stands alone. Slightly pinkish when grown cool, it is even more charming than when pure white.

WILLIAM TURNER. Pure white bloom, incurved and very large. One of the finest of the large-flowered Chrysanthemums and a general favorite. This variety is grown commercially and we have a large stock prepared for the cut flower grower.

YELLOW WILLIAM TURNER. The yellow sport sent out by Smith is the variety we offer. It is an excellent variety and will rank as one of the finest for exhibition use.

STANDARD COMMERCIAL VARIETIES.

Rooted cuttings of all in the following list
\$3.50 per 100; \$30 per 1000.

WHITE.

EARLY. Early Frost, Oconto, Smith's Advance, Polly Rose, Chrystal Gem.

MIDSEASON. Charles Razer, Smith's Imperial, White Chieftain.

LATE. Lynnwood Hall, Timothy Eaton, December Gem, Hamburg Late White, Mistletoe, White Seidewitz, White Bonaffon.

YELLOW.

EARLY. Golden Glow, Chrysolora, Golden Queen, Marigold, Tints of Gold, Yellow Polly Rose, Robert Halliday.

MIDSEASON. Colonel Appleton, Golden Gleam, Mrs. C. C. Pollworth, Mrs. M. R. Morgan, Richmond (watch this variety, called an early Bonaffon, perfect form and color and every commercial man should try it), Tiger, Yellow Razer.

LATE. Major Bonaffon, Yellow Eaton, Golden Eagle, W. H. Lincoln.

PINK.

EARLY. Early Rose, Glory of Pacific, Mrs. W. T. McNeice, Pacific Supreme, Unaka.

MIDSEASON. Chieftain.

LATE. Dr. Enguehard, Edwin Seidewitz, Maud Dean, Wells' Late Pink.

BRONZE.

MIDSEASON AND LATE VARIETIES. Greystone, Miss Elizabeth Smith, October Herald.

RED.

HARVARD. (Best late commercial red.)

Where packing charges are made against us we will add them at cost.

L. J. REUTER CO.

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Brokers

15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

GENERAL NEWS NOTES.

At the recent meeting of the Illinois State Nurserymen's Association the following officers were elected: President, A. M. Augustine, Normal; vice-president, George Klehm, Arlington Heights; treasurer, Clyde Leesley, Chicago. The executive committee elected J. A. Young of Aurora as secretary.

Albert Kohler of the American Bulb Co., Chicago, has sailed for Holland to purchase bulbs and other supplies. While away he will visit France, Italy and England.

The florist business of Max Smith of Portland, Oregon, has been sold to Thomas Luke, who had been associated with Mr. Smith for many years.

A new florist's store has been opened at the corner of Laurier Ave. W. and Bank St., Toronto by Ben Everest. Before going over seas he had a business in Ottawa.

The establishment of Edward Kress, near Baltimore, including six greenhouses, has been sold to Peter Fika. Mr. Fika takes possession about the first of March.

A. G. Pruisser, of the National Bulb Co., Benton Harbor, Mich., is making a business trip to Holland and France.

James L. Smith, of Toronto, has been appointed secretary and treasurer of the Smith's Falls Horticultural Association. Mr. Smith is a well known florist.

E. C. Amling, of Chicago, Ill., is at the head of a new company with a capital of \$50,000.00 which will do a general commission business in Los Angeles. This will supplement Mr. Amling's big wholesale flower business in Chicago, where he has been well known for the past thirty years. It is understood that he will erect greenhouses at Sautelle.

Charles A. Schaeffer the florist, 110 East Market street, York, Pa., has purchased the property, 124 West Market street, from the Dispatch Publishing company. The building will be remodelled and the flower store removed from the present address into the new building.

According to a newspaper dispatch a musical instrument dealer in an Oregon city during a recent rose carnival had a window display which required 16,000 pink roses, which completely covered a grand piano and a piano bench. At the instrument in the midst of the floral profusion was seated a wax figure, representing a child playing.

Richard Gardiner, of Newport, R. I., has given up his greenhouses and they are being torn down so that the land may be used for building purposes.

The Englewood Nursery Co., of Leonia, N. J., is a new corporation. Thos. H. Heminsley, formerly of the Meadowbrook Nursery, is president and general manager. It is said that the nursery will be laid out in such a way as to demonstrate the proper use of shrubs and trees in general planting.

C. R. Felton, of Buffalo, has completed the remodeling of one of his stores, making it a very attractive establishment.

The Florists' Retail Association, of Buffalo, has elected the following officers: President, W. H. Greiver; secretary-treasurer, E. Stroh; board of directors, W. J. Palmer, S. A. Anderson, R. Scott, W. Smith, C. R. Felton, J. Kramer and Peter Hoffman.

It is understood that F. K. Prouse, of Brampton, Ont., is to engage in the wholesale florists' supply business, with headquarters in Brampton, but with a salesroom in Toronto.

R. H. Wilson, of Brooklyn, has acquired the flower shop in Hahne & Co.'s department store at Newark, N. J. This does not mean, though, that he will give up his two Brooklyn stores.

HORTICULTURE

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FEBRUARY 28, 1920

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THE TALK OF THE TRADE

It seems to me that a plan which is being tried out in Canada might well be adopted by different florists' clubs in the states. The florists' organizations in Hamilton and Toronto have made an exchange arrangement by which members from each club visit the other club and give short talks on practical matters. At the last meeting of the Toronto Wholesale Florists' Club, for example, Edward Gale of Hamilton, was present and showed his method of making a wreath, all the work being done, from the mossing to the completing of the design. Mr. Gale used roses, sweet peas, freesias and violets, and showed remarkable skill in wiring the flowers and making up the piece. There is much that can be learned by demonstrations of this sort, and I think it would help to increase the attendance at club meetings if a program to include such demonstrations could be announced ahead.

It seems to me too, that many of the seed houses could save considerable money if they would go over their mailing lists and eliminate duplication. As it is now, many people receive two and sometimes three or four catalogues from the same firm. With catalogues at the present price, this is an expensive waste. Moreover, the impression made upon the recipients of the catalogues is not of the best, for the impression is created that the firm is not very businesslike. Often the mistake occurs because of slightly different initials, but few lists are so extensive that they could not be revised so as to avoid much wastage.

It will be interesting to follow the market for Easter Lilies this year. At the present time there seems to be in sight between 125,000 and 150,000 lilies for the Boston market, and the normal supply for this market has previously been close to 500,000; in other words, we have roughly speaking about one-third the supply of previous years. How this average holds for other markets I am unable to say, but will venture to predict that it is not much

different. Now the price of lilies this year will go about three times higher than during normal years. Instead of being around 12c. it will be nearer 35c. The probabilities are that all good stock will sell at wholesale at 35c. per flower or bud; some short stock and the bulk of inferior grades will of course go lower. It is expected that the demand will be sufficient to clean up everything offered at this price.

Pot roses for Easter are showing up in fine shape, the supply will be fair and of excellent quality, and this applies also to Hydrangeas. From all indications now, the storeman will have a very complete line of pot plants of A1 quality and at prices that will permit him to clean everything out that is in sight.

George H. Peterson of Fairlawn, N. J., a noted rose specialist is reported to have purchased a property at St. Petersburg, Fla., and will probably be heard from by and by with things of rosy interest from that earthly winter paradise—where northern denizens of Uncle Sam's domains hope to spend their days of leisure—when the rush of money making has ceased and the morning dews and rosy fingers of the fairies set them to dreaming of the sunkist sunny south.

All indications are that there will be another short crop of geraniums this spring, and it is too bad that this is the case but so many things have combined to cut down the supply that we are sure to fall very short of the demand. The heavy rains and severe weather last fall made it impossible for the geranium propagator to get anywhere near a normal strike. The stock was short to begin with, and the only way I can see out of the matter is for geranium growers to forget the high prices that he can get for plants this spring, and hold back enough so that he can propagate heavier the coming season. At the price that geranium stock will bring now, ranging anywhere from 25c. to 35c. retail, there is a satisfactory margin in this crop. Look out for a good supply of stock plants of Poitevine, Ricard and Nutt in particular.

There has been more or less said the past season regarding violets and why we don't have the same large quantities of blooms sent into the market. Something has gone wrong with the violet as a cut flower proposition. Even with the small quantity of stock coming in from the time the season opened up until just before Valentine Day, the price was low, altogether too low, for this to be a profitable crop. The grower cannot sell his violet blooms for \$1, \$1.50 or \$2.00 per 100 and make his salt, and if the market is going to stay around that figure the result will simply be fewer violets, and that means practically none if they are cut down very much from what is coming into the Boston market just now. Take, for instance, Mr. Sim, who for years has been one of the largest growers in the East. For the past few years he has gradually cut down, and he told me a few days ago that next year he would not grow one violet plant. Why? Simply because they are not a paying proposition.

I hope that the catalogue of the State Nursery and Seed Co. of Helena, Montana, goes to the office of Mr. Childs at Flowerfield, N. Y., for certainly Mr. Childs would be greatly gratified to find the front cover given over largely to a reproduction of Golden Glow, the plant which he put into popularity years ago.

It seems that Golden Glow has been made the official flower of the city of Helena, and that it is grown in tremendous quantities in that state. The picture which the State Nursery and Seed Co. are using is an excellent one, presenting a great mass of color with the face of a pretty little girl framed by the yellow blossoms.

It is seldom that a better lot of Cineraria are seen than has been offered in the various plant markets this season. From all sections we hear the same story, that the quality is excellent and it is also pleasing to note that they are bringing a good price. A few years ago the Cineraria crop was not anything to figure on the profit side of the ledger. Nice big plants in 6 and 7-inch pots were sold at wholesale at around 50c., sometimes even

CAROLINA HEMLOCK

(TSUGA CAROLINIANA)

THE MOST BEAUTIFUL AND RARE AMERICAN EVERGREEN

Specimens may be seen at Arnold Arboretum, where one may compare it with hundreds of other varieties of Evergreens.

Hardier and more adaptable to trying city conditions than the common or Canadian Hemlock.

Dense, dark foliage and sweeping semi-pendulous branches with pyramidal form combine to give a charm not found in any other known Evergreen.

SPECIAL: A limited number of Grand specimens, 16 to 20 feet high for immediate effect at my Highlands Nursery (3,700 ft. elevation in the Carolina Mountains). Prices on request.

A fine stock of smaller specimens from 1 foot up at my Boxford Nursery. Catalogs.

HARLAN P. KELSEY

Hardy American Plants

SALEM MASS.

less, but with well-grown plants going at \$1.00 to \$1.50 wholesale this year, this can be called one of the paying crops, and it is certainly a pleasing plant to handle.

The wide range of colors is an added attraction to the retail store, and when properly taken care of Cineraria is in general a satisfactory house plant. True it does not last indefinitely, but the buying public has learned that to buy a plant does not mean that it will last forever. A well-grown Cineraria will outlast a bouquet of cut flowers, and the same money invested in one of these will certainly give every bit as much pleasure.

The important points for the grower to bear in mind when marketing Cineraria plants are first, to grow them cool so that they will not be too soft, and second, sell them before all of the buds are opened. Have enough of the blooms developed to make them attractive, but be sure to have enough buds so that they will last for a while and give the retail buyer the pleasure of watching them develop.

Last but not least, be sure to keep them clear of green fly. Cineraria is a favorite food for the green fly. Frequent fumigation is necessary, but as satisfactory a way as any to keep down green fly is to have the pots standing on tobacco stems; then this trouble will be decidedly lessened.

Recently I heard several of my Western friends say that they did not take kindly to the Godfrey calla because the blooms were not large enough. This criticism is not made in the East. Possibly there are two reasons: I believe that the Eastern growers have succeeded in getting a good-sized bloom, and secondly, I don't think the market in the East is so particular about the very large flowers. Now if the Western markets want these large blooms, it will pay to try growing the Godfrey calla in the way Mr. Wheeler has done it. I will venture to predict that the pro-

duction will run ahead of the old-time calla which has been commonly grown for so many years past.

Mr. Carl Engelman, the famous English carnation grower, has returned home after a prolonged trip through South America and United States. He made an excellent impression upon members of the trade with whom he came in contact, and at the Chicago Carnation Convention showed his skill in arranging flowers. It is understood that he made a number of purchases while here. It is understood that Baur & Steinkamp, of Indianapolis, have already shipped a consignment of carnation cuttings to Mr. Engelman's establishment, at Saffron Walden and it is to be imagined that they include Ruth Baur. Mr. Engelman is also said to have taken along with him a considerable number of cuttings from another source, as a part of his personal baggage.

IMPORTANT CONSOLIDATION.

The B. A. Snyder Co. Goes in With the Boston Floral Supply Co.

The trade will be very much interested in the announcement just now going out of a consolidation of the Boston Floral Supply Co. and the B. A. Snyder Co. of Boston. The new arrangement goes into effect March 1st, at which time the store operated by the B. A. Snyder Co. will be closed. Hereafter all business will be transacted from the store of the Boston Floral Supply Co. on Arch street, with Albert Strump remaining in charge.

When Mr. Samuel Robinson, who is the head of the Boston Floral Supply Co., was asked about the new arrangement, he said it was made in order to reduce expenses and also to enable his concern to give the trade better service. Hereafter a much larger business in cut flowers will be done at the head-

quarters of the Boston Floral Supply Co. on Arch street. The members of the B. A. Snyder Co. had developed an extensive trade in cut flowers and of course this trade will go with the combined organization.

CORN BORER HEARING.

An Important Session Held at Washington, Tuesday.

A very largely attended and important hearing on the European corn borer situation was given by the Federal Horticultural Board at Washington last Tuesday. The Massachusetts delegation, the personnel of which was given in last week's HORTICULTURE headed by Commissioner Gilbert, met the night before with representatives of New Hampshire, New York and Pennsylvania, and agreed upon a program of action. The hearing was attended by a number of western people who had become alarmed at the spread of the borer, but after a general discussion everybody seemed of the unanimous opinion that the best way to handle the pest was to have the present local quarantines retained and to make careful inspection of all market gardens or other establishments from which suspected crops might be shipped. It is believed that this will be the decision of the Horticultural Board and that no general quarantine of states will be made. Apparently the florists will not suffer badly from the new arrangement. An emphasis is being placed on the statement that there really is no grounds for the fear which has arisen throughout the West.

A Card This Size

Cost only \$1.00 per Week
on Yearly Order

It would keep your name and your specialty before the whole trade.
A half-inch card costs only 45c. per week on yearly order.

ACACIAS.

The characters of the divers forms of acacias are well fixed and established. When they are raised from seeds they come as true to type and make as good and splendid specimens as when propagated by cuttings. Also less labor and care and attention is required in their multiplication when resorted to the natural means. When, therefore, seeds are obtainable, this mode of propagating them is always to be preferred. When they are ripe they should be sown in pans and kept in gentle heat till they germinate. Then they should be removed to a cooler place. When, however, they are to be propagated by cuttings, it should be done in the latter part of spring or early in the summer. The earlier in the month of June the better. The wood should be neither succulent nor too hard. Half ripened wood is the ideal and only kind to look for and to take for this purpose. They usually require a very long time to root, but no heat is necessary to aid them in this process. The only way to encourage them is to keep the propagating bench shaded and the cuttings cool and moist.

They should be potted in a compost of fibrous sandy loam soil, peat or leaf-mould, well rotted cow manure, and with some sand. They make all their growth only during the summer months and no labor should be spared to encourage them at this period. Their watering must be copious and thoroughly attended to and never allowed to suffer from want of water. Like ericas, they want and delight in plenty of it. It is also very desirable and of great benefit to them that they be syringed at least once a day. As they advance in growth they should be pinched or cut back in order that they branch and assume a more or less symmetrical shape. Although they may be plunged out during the summer months in the open, in a semi-shaded place, more satisfaction will be derived when young plants are kept indoors, provided the houses are well shaded and ventilated.

Old specimens, plants carried over from one season to another, should be cut back and immediately repotted after they have done flowering and kept under glass till they commence to break. About June they should be plunged out in the open and with the approach of cold weather taken in. After they are housed no attempt should ever be made to force them. Heat, after their completion of growth, is quite detrimental and hinders their full development. All the heat they need at this stage is to keep them

above freezing. It is only when they are grown cool that they are luxurious and healthy and develop into perfection. A temperature of 50 degrees throughout the winter months will splendidly usher them into their flowering season, which is always either in early or late spring, according to their nature.

There are several hundred described species in this genus, but the number adapted for pot culture and excellent for commercial purposes is rather limited. These briefly described below are some of the desirable ones.

A. armata—A very handsome shrub, usually 6 to 7 feet high, flowers dark or deep yellow and very fragrant, appearing early in March.

A. argyrophylla—A shrub rarely exceeding three feet, flowers nice yellow and abundant, in March or April.

A. Drummondii—This is the most elegant one of the genus, 3 to 4 feet, flowers lemon color, very freely produced, from March to June.

A. hispidissima—A very showy and attractive species, flowers deep yellow, in great profusion, in April.

A. longifolia—An excellent tall and erect shrub, very vigorous and free growing, flowers medium yellow, in March.

A. pubescens—Another tall but more or less pendant species, very floriferous, flowers bright yellow, in March.

A. verticillata—This is a spreading shrub, 4 to 5 feet high, flowers rich yellow, in April.

S. J. SHERMAN, B. S.

GOOD HEDGE PLANTS

In New England there are several evergreens which can be used to advantage in making hedges. The common hemlock, when in good condition, makes one of the most attractive com-

BOUVARDIA

There is always a shortage in

BOUVARDIAS

WHY NOT ORDER NOW

Single White	Single Red	Single Pink
2 inch pots.....	100	1000
2½ inch pots.....	\$7.50	\$65.00
	8.00	70.00

April Delivery

C. U. LIGGIT

303 Bulletin Bldg. Philadelphia, Pa.

bination screen and wind breaks which can easily be found. An unusually fine example always attracts the attention of visitors to the Bayard Thayer estate of Lancaster, Mass., of which Mr. William Anderson is superintendent.

On the same estate there is a hedge of *Taxus cuspidata* which is a revelation to people who have never seen this splendid plant used in that way. This Yew is perfectly hardy and keeps its shape well for many years. It would be well if nurserymen would pay more attention to *Taxus cuspidata*, for it is one of the most useful plants that has ever been introduced, and should have a wide sale throughout the country. There are several forms at present, but the number could be increased indefinitely and to great advantage. Seedlings are sure to show wide variation and among them would be forms that might be employed in a great many ways. There is no difficulty in raising seedlings, although the seed germinates very slowly. It is to be hoped for the sake of the country's horticultural interests that nurserymen will give increased attention to *Taxus cuspidata*.

THE ST. MARTIN

The Finest All-around Strawberry That Grows

Color—Rich, deep red

Size—Sixteen berries to a quart jar

Flavor—Unsurpassed

Long season, good canner, perfect blossoms and strong runners. Awarded the silver medal of the Massachusetts Horticultural Society

PRICE -- \$10.00 PER DOZEN

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309 Bedford Street

WHITMAN, MASS.

HORTICULTURE

Established by William J. Stewart in 1904

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The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

When Boards Disagree

There is one feature about the proposed quarantine regulations of the Federal Horticultural Board against New England and New York on account of the European corn-borer which should receive the attention of all dahlia and gladiolus growers. The Federal Board specifically designates dahlia and gladiolus bulbs meaning, of course, corms and tubers) as not subject to the embargo, because not capable of carrying the borer. Now there is very good reason to believe that with this point as an argument, the growers would have no difficulty in inducing Illinois to suspend its state quarantine so far as it relates to gladiolus corms and dahlia roots. Of course the Illinois board may feel that it must stick to its program to save its face, as it were, but on the whole we believe that it will defer to the supposed greater knowledge of the Federal Board. At any rate, these different boards ought to co-ordinate. If we can't get them to agree among themselves as to what are dangerous carriers and what are not, we certainly shall find ourselves in a parlous state.

Hard times

Fortunately coal is beginning to reach New England, although it has been badly delayed by repeated storms. In most instances it has come in time to save the florists from loss, although there are several big growers who could count the boards in the floors in their bins before the new supply arrived. A few florists have been obliged to close down their houses, or at least a part of their range. It is rather curious to find two simultaneous reports coming in from New Bedford, one to the effect that William P. Peirce had been

obliged to close up his greenhouses on account of the coal situation and that Edward Davis, of the same place had closed up because he couldn't get help. The coal shortages come spasmodically, as it were, but the labor shortage we apparently have always with us. This is getting to be one of the most serious phases of the business, and many an employer has found himself doing work this season which in the past had been delegated to a laborer.

During the season of big storms florists have also been sadly handicapped by difficulty in making deliveries. Even in the case of funeral orders it has been almost impossible many times to get the goods through at the hour specified. In some instances railroad delays have proved pretty expensive, as in the case of large quantities of Valentine violets shipped to New York, but held up by storms. Altogether florists have been having a decidedly uncomfortable month, for along with the difficulties mentioned have come storms of such severity as to break down houses and ruin valuable crops. It is safe to say that the present winter and especially February of this year 1920, will long be remembered by florists the country over. Certainly it has been "hard times"—in one sense of the word.

Free seeds and quarantines We have laughed at Uncle Sam and his free seed idea for a quarter century but the laugh has been mostly on account of the way it was done. The

idea behind the thing originally was a good one. That idea, fundamentally, was to increase a love of horticulture among the people located far from civilized centers. When the law was first passed there was little in the way of mail order seed trade, and folks living in the far corners had little chance of getting seeds to make a garden so they never thought of making one. Of course, when the mail order seed houses took the matter up the necessity for Uncle Sam's efforts ceased, and the custom should have been abolished—instead of being turned into a vote getting graft for congressmen. But compared with the quarantines, it is not worth mentioning. If it doesn't help any now, at least it does no harm—which quarantines do.

Now in regard to quarantines, Kirby M. White, of D. M. Ferry & Co., hit the nail on the head when he said:

"Garden seeds do not carry weeds. No state law can control interstate commerce in seeds as to truthness or reliability. State laws, as heretofore enacted, have held considerable power for harm but little or no power for good."

That is perfectly true. The idea back of all this legislation is to hinder. Thou shalt not do this. Thou shalt not do that. But never a single effort to *help in any way*, in an industry, deep and intricate, the finer points of which are not indicated on the surface. Mr. White says further:

"The value of breeding is ignored. The time will come when the public in regard to seeds will have to follow the lead of those in animal husbandry in realizing that breeding is the one hope of horticulture. All lesser desiderata must be subordinated to breeding, certainly nothing must be allowed to observe its right."

If our legislators, state and national, would give thought to this idea—of helping the seedsmen to breed better, and still better seeds—they would earn the plaudits of mankind. Let them forget a little about 100 per cent. growth and 100 per cent. purity. Let them remember that a very choice, highly bred, strain—even if it only grows 50 per cent.—is incalculably more valuable than a poor strain that grows 100 per cent.

Let everybody turn in, and let the universal slogan be—**Help Horticulture. Instead of Repressive Quarantines—extend the Helping Hand!**

—Geo. W. Watson.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

At recent exhibitions in Boston visitors have been greatly interested in a remarkable new strawberry exhibited in bottles by Mr. Lewis Graton, of Whitman, a strawberry grower of long experience. It is with pleasure that I learn of Mr. Graton's intention to put this strawberry on the market this season, for it seems to me that it has great possibilities. Mr. Graton himself is not an extensive commercial grower, but has spent many years in perfecting this particular variety, hoping to make it the finest strawberry on the market.

The absolutely perfect strawberry still eludes us, and doubtless always will, because of the variety of our tastes and requirements. One person may prefer a sweet berry, and will deem such a berry as approximating to his standard of perfection. Another will think that this sweet berry of the other's preference, lacks the essentials of aroma and flavor that mean perfection to him. If one is a commercial grower and desires to broaden his market, his ideal is a berry that will stand long transportation without deterioration.

Since the introduction of the so-called everbearing strawberries, some tell us that the perfect strawberry must be everbearing. I believe this is asking too much. We don't expect a Baldwin or a Northern Spy to be at their best in August or September. Neither do we expect a Yellow Transparent to last all winter. Strawberries, like humans, have their limitations. Some men charm us with exalted poetry. Some sweep the heavens to discover new constellations. Some delve in the ever-cooling strata of our old earth to read at first hand the history of our globe; but the great majority of us have to be content with humbler tasks.

"Some, and I am one of these," said Mr. Graton to me recently, "have looked for a strawberry that would possess as many as possible of the best qualities of the very best, and as few as possible of the undesirable qualities of the others. For a good many years I have sought the perfect strawberry, and latterly I have done a good deal of experimenting to reach this goal. And I hope I may be pardoned for stating that I have been more successful than I had dared to hope.

"My ideal of a strawberry is of one

possessing a distinct and pervasive aroma, and that unmistakable flavor so often lacking in cultivated strawberries. It should have a rich, deep color clear through and be without green tips. It must have good size and it should hold its size to the last picking. It should be sufficiently firm to stand reasonably long transportation. It should make a goodly number of strong runners. And lastly the root system should be strong and deep to enable the plants to withstand the vicissitudes for dry seasons."

The St. Martin which Mr. Graton has developed from seed possesses these desirable qualities to an eminent degree. The large berries are a dark, rich red clear to the center, and are without green tips. The flavor is delicious, just the flavor looked for in a high class strawberry. Some persons have pronounced it even superior to the Marshall as to flavor.

Sixteen St. Martins have filled a quart basket, and it holds its large size to the last picking. Fourteen berries have heaped a pint basket at the twenty-fourth picking of the season. It is excellent for canning, and it retains its high qualities in the jar.

It has a perfect blossom, and it makes an abundance of long, strong runners. One plant set in April had fifty well rooted plants on November first of the same year.

While it is unsurpassed as a table berry, it is sufficiently firm to endure reasonably long transportation. Three or four years ago I sent some St. Martins to a friend at a distance of over

four hundred miles, and they reached their destination in good condition, notwithstanding the fact that they were fully ripe when forwarded.

This great strawberry was not developed by strictly scientific processes of pollenization, but is the result of a seed sown with some others at Trumansburg, N. Y., in 1909. The seeds were taken from well ripened, typical specimens of the following varieties: Brandywine, Ridgeway, Miller, Glen Mary, Commonwealth, and New York. The resultant seedlings were gradually cut down to the one that is now the St. Martin.

The original work on the St. Martin was done in New York state, but some years ago Mr. Graton moved to Massachusetts, bringing the plants with him. In 1919 it received the silver medal at the strawberry exhibition of the Massachusetts Horticultural Society. Mr. Graton had a somewhat sentimental reason for giving the berry the name which it bears, for St. Martin, near Montreal, is the town where as a bare footed boy he gathered the wild strawberries that grew in abundance in the dewy meadows.

Altogether eleven years have been required to bring the new berry to a point where it would be put on the market, and it seems to me that the faithful, conscientious application which Mr. Graton has given the task entitles him to the reward which he now seems likely to receive.

I understand that M. H. Walsh, the famous rose grower of Woods Hole, Mass., and originator of Excelsa, is a staunch opponent of the quarantine as it now stands and would like to see some concerted action taken to have it amended. By the way, Mr. Walsh has a son in Congress, and doubtless he would be willing to lend his aid.



The St. Martin Strawberry

Penn.
The Florist

"The Telegraph Florist"
Member of Florists' Telegraph Delivery
124 TREMONT ST.
BOSTON

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery
Association

WORCESTER, MASS.

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HARRY I. RANDALL, Proprietor.
Member Florists' Telegraph Delivery

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38 Dorrance Street
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Quality and Reliability
WARBURTON

FALL RIVER, MASS.

Deliveries of Flowers and Plants
in FALL RIVER and contiguous
territory.

The Beacon Florist
7 Beacon Street, BOSTON
Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

A Card This Size

Cost only \$1.00 per Week
on Yearly Order

It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order.

**Flowers Under
Glass**

Keep constant watch of your young
rose plants so that they will not be-
come dried out at the bottom of the
pots. Sometimes the water runs
down the sides instead of saturating
the soil. It is worth while knocking
the plants out of a few pots occa-
sionally to see how the roots are
looking. If they are too dry, give
them a thorough drenching. Try to
keep the smaller plants to the front
where they will get the most sun.
If allowed to remain among the taller
specimens they will naturally grow
increasingly weaker.

If you want to keep Lilies-of-the-
Valley coming along steadily to use
for cut flowers, you should start a
fresh batch of pips once a week. It
will take about three weeks at this
season to bring them into flower.
Valleys for Easter should be started
very quickly now, being carried along
in a fairly cool house. Figure for
about four weeks at a temperature of
55 to 60 degrees. When the buds
have appeared keep your house cool
at all times in order to harden them
up. Never make the mistake of
wetting the buds. They must be
kept dry.

Violets may be propagated any time
from now until the first of April, but
it is most important not to take
cuttings from plants which have the
least sign of spot. Be very careful
that the cuttings do not wilt, either
before or after they are inserted in
the sand. They like a cool house
with a temperature not above 48 de-
grees. They may be rooted either on
benches or in well drained boxes of
sand. It is something of an art to
regulate the amount of water. They
should not have too much nor become
too dry. Frequent sprinklings given
by an experienced man will keep
them thriving, but they should always
have an opportunity to dry off before
night comes on. Violets like an
abundance of air, of course, and on

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very bright days some shade will be needed.

Don't be in a hurry to plant Sweet Alyssum seed for Memorial Day. If the seed goes into the flats between the 15th of March and the 1st of April, there will be plenty of time. When the plants are large enough to handle, get them into other flats, setting them two inches apart each way, and afterwards shift to 2½-inch pots if you want to handle them in pots.

This is a good time to think about buying seedlings or potted stock of Asparagus plumosus in order to have a supply for the Easter trade. Get the little plants into 2½-inch pots as soon as convenient, and carry them along in the house between 50 and 55 at night. This decorative material is always in demand and it pays the florist to have a supply.

Geraniums must be hurried along a little perhaps for the Easter season. There will be a big demand for geraniums this year and they should sell at good prices. Remember that they need a heavy soil and that firm potting will help to make them flower early. Light soil is one reason why they fail to bloom freely. Give the geraniums all the sun possible and keep them in small pots. They will sell readily in 3½-inch-pots if having a good bloom at Easter. There is every reason to believe that baskets will be used as freely at Easter time as they were on Christmas, and these little geraniums are excellent for basket purposes.

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After drawing a lot of hot cinders from under the boiler, Mr. T. J. Opperman, a florist at Washington Heights, Harrisburg, Pa., poured cold water on them. An enormous amount of gas was immediately formed overcoming Mr. Opperman. He fell, breaking an arm, but revived sufficiently to crawl out of the boiler pit, collapsing in the potting shed, where his employees found him.

He was soon revived and removed to his home close by. He is over the effects of the gas and the arm is doing as well as can be expected of it.

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COMING EXHIBITIONS.

March 15-22, New York—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

March 24-28, Boston, Mass.—Exhibition of orchids and other plants of the Massachusetts Horticultural Society at Horticultural hall, William T. Rich, secretary, Horticultural hall, Boston.

OYSTER ROAST FOR WASHINGTON FLORISTS.

The Washington Florists' Club is starting the new club year with an old time oyster roast. During the war the florists of the National Capital refrained from their usual gaieties and adopted a resolution postponing all of their big entertainments. It was recently discovered that there was a tidy little fund available for a real entertainment and J. Harper Hetherington, manager of the Washington Floral Company, was selected to make arrangements for an oyster roast to be given in the greenhouses of that company. The florists selected Feb. 28 for the event.

"We believe in 'Say It with Flowers' as we do in our evening prayer," says Mr. Hetherington's announcement of the event. "The Flower Week recently held here will be the chief topic of discussion. We will discuss our future activities along that line. I think we had a very successful campaign. We let the people see that the florists of Washington were on the job."

GOOD GARDENERS SCARCE.

J. F. Meehan Talks About the Matter at Pennsylvania Horticultural Society Meeting.

The third lecture of the present winter's course was given at the New Century Club, Philadelphia, on Tuesday last, Feb. 17th. The attendance was very good. Mr. J. Franklin Meehan was the lecturer, his subject being, "Landscape Work, with Special Reference to the Suburban Garden."

Mr. Meehan gave a very good lecture, imparting much valuable information to those present. He divided his subject into three parts. First, Conception, Conceiving and Planting, work to be done. Second, Executive, or carrying out the plans. Third, Maintenance. The lecturer dwelt at great length on this third part of his subject, and said, "Where are the men to come from in the future, who can take care of the work done by the landscape gardener, after he is through with the operation." He stated that the gardener of the old school was fast disappearing and that there were no new men coming along to take his place. By the gardener of the old school, he meant the man in charge of the private estate, capable in all branches of horticulture, who loves his work and loves plants and flowers. If you visit him, and in walking around the estate you stop to admire a specimen tree, this man can give you the whole history of that tree, and all peculiarities pertaining to it. In a few

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years, that type of man will not be found, as the laborer in the mechanical trades is receiving more money than the gardener in charge of an estate. Men are constantly leaving the horticultural profession. The speaker stated that it was up to everyone interested in horticulture to talk and write all they possibly could upon this subject, and to do their utmost to place horticulture on a higher plane where it belongs.

The fourth lecture of this winter series will be held on March 16th.

DAVID RUST, Secretary

Just Out

The Nursery Manual

By L. H. Bailey

An indispensable book for every nurseryman. Complete directions for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of HORTICULTURE upon receipt of price, \$2.50.

DREER'S CANNAS

This season we harvested the finest and largest crop of Cannas that we have ever grown.

KING HUMBERT

And all the other good varieties you should have are included in our list and the roots are heavy and firm.

PRICES: The prices quoted are for dormant roots, which can usually be supplied until about the first of April, after which pot plants will be sent out and in which the advance in price will be as follows: All varieties listed at \$7.00 or less per 100 will be supplied in pot plants at \$8.00 per 100 or \$70.00 per 1000, and on varieties listed above \$7.00 per 100 there will be no change in price between dormant roots and pot plants.

All have green foliage unless otherwise specified.

TWELVE SPECIAL VARIETIES

Carmine Beauty. Deep bright carmine flowers freely produced high above the heavy dark green foliage which has a narrow red margin. 4½ ft. 15 cts. each; \$1.50 per doz.; \$10.00 per 100; \$90.00 per 1000.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety. 3½ ft. 10 cts. each; 85 cts. per doz.; \$6.00 per 100; \$50.00 per 1000.

City of Portland. A wonderful bright rosy-pink, much deeper in color than Mrs. Alfred Conard or Hungaria; a free-flowering, vigorous grower. 3½ ft. 20 cts. each; \$2.00 per doz.; \$12.00 per 100; \$100.00 per 1000.

Fairy Queen. The dwarf, compact plants of this distinct novelty are covered with flowers from spring until fall. The plant rarely exceeds 3 feet in height. The flowers, of a clear rose-pink, are of medium size, good substance and borne upright on stout stems in great abundance. Each flower has a distinct cream-colored border.

We believe Fairy Queen will become one of the very popular Cannas. 60 cts. each; \$6.00 per doz.; \$50.00 per 100.

Flag of Truce. A large-flowered, creamy white with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka, but quite distinct and valuable. 4 ft. 35 cts. each; \$3.50 per doz.; \$20.00 per 100.

Golden Eagle. A wonderful clear golden-yellow of free, upright growth. The flowers are produced in large clusters well above the foliage. 4 ft. 35 cts. each; \$3.50 per doz.; \$20.00 per 100.

Harmony. Great clusters of good-sized, well-formed Geranium red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. 3½ ft. 20 cts. each; \$2.00 per doz.; \$15.00 per 100.

Pocahontas. (Bronze-leaved Olympic). Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze. 4 ft. 20 cts. each; \$2.00 per doz.; \$15.00 per 100; \$100.00 per 1000.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 20 cts. each; \$2.00 per doz.; \$10.00 per 100; \$90.00 per 1000.

Remarkable. This effective bronze-leaved variety stands out boldly among other sorts, not only on account of its height (6 ft.), but because of the beautiful scarlet-carmine trusses of bloom surmounting the rich green-bronze foliage. 20 cts. each; \$2.00 per doz.; \$10.00 per 100; \$90.00 per 1000.

Surprise. The brightest red Canna we have. It surpasses in brilliancy such popular varieties as Meteor and Lafayette and produces its great trusses with equal freedom. 4 to 5 ft. 35 cts. each; \$3.50 per doz.; \$25.00 per 100.

The President. When the Canna Firebird was introduced its immense florets and bright red color immediately insured its popularity. In offering The President we may best describe it as possessing all the good qualities of Firebird enhanced by extraordinary vigor and perfect healthy foliage. It grows to a height of 5 ft. and produces its immense trusses of giant florets in great profusion. The most sensational introduction of recent years. 35 cts. each; \$3.50 per doz.; \$20.00 per 100.

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Including many comparatively new varieties, which we can offer in quantity at popular prices.

	Doz.	100	1000
Allemania (Orchid Flowered). Salmon with golden markings; 5 ft.	\$0 50	\$3 50	\$30 00
Alphonse Bouvier. Brilliant crimson; 6 ft.	50	3 50	30 00
Austria (Orchid Flowered). Large, pure canary-yellow with reddish dots in center of upper petals; 5 ft.	50	3 50	30 00
Beacon. Rich cardinal-red; 3½ ft.	1 00	7 00	60 00
Brilliant. Rich yellow with two red petals; 3½ ft.	50	3 50	30 00
Cloth of Gold (Dreer's). Very free flowering, golden yellow; 3 ft.	60	4 00	30 00
Dazzler. One of the best, deep fire-red, very free; 3½ ft.	1 00	7 00	60 00
Dragon. Very rich dark, ox-blood red; 3 ft.	75	5 00	40 00
Dr. E. Ackerknecht. Carmine lake, suffused with deep carmine, bronze foliage; 4 ft.	50	3 50	30 00
Duke of Marlboro. An attractive deep brilliant crimson; 4 ft.	50	3 50	30 00
Eureka. The best white for massing, very free and of fine habit; 4½ ft.	2 00	15 00	125 00
Fanal. An intense, fiery cinnabar-red, an ideal grower holding its flowers well above the foliage, one of the best bedders; 4 ft.	85	6 00	50 00
Favorite. This is the best red spotted yellow Canna yet introduced. The color is a rich, deep golden-yellow, the flowers are produced on strong stems well above the foliage; 5 ft.	50	3 50	30 00
Feuermeer. Brilliant fiery-scarlet; 4 ft.	85	6 00	50 00
Firebird (Oiseau de Feu). A remarkable variety perfectly formed florets, 7 to 8 inches across, of a brilliant cardinal-red; 4 ft.	1 50	10 00	90 00
Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine; 4½ ft.	50	3 50	30 00
Garam. Very large bright carmine-red flowers, freely produced; 3½ to 4 ft.	50	3 50	30 00
General Merkel. Scarlet suffused with orange, base and edge of flowers marbled with golden-yellow; 4 ft.	50	3 50	30 00
Gladiator. Deep yellow freely dotted with red, a popular bedder; 4½ ft.	50	3 50	30 00
Goethe. Very attractive. Bright deep orange flowers of a very penetrating shade; 4 ft.	85	6 00	50 00
Gold Bird (Oiseau d'Or). This is the yellow companion to Firebird; the immense soft canary-yellow flowers are of good substance; 4½ ft.	85	6 00	50 00
Golden Gate. Yellow and red; 4 ft.	60	4 00	30 00
Hungaria. Flowers large, in good-sized trusses freely produced. The color is a beautiful rose-pink; 3½ ft.	85	6 00	50 00
Italia (Orchid Flowered). Bright orange-scarlet, with broad golden-yellow border; 6 ft.	50	3 50	30 00
J. D. Elsele. Vermillion scarlet overlaid with orange, good bedder; 4½ ft.	60	4 00	35 00
Jane Addams. Color a deep rich yellow with a touch of red at the throat; a clean, vigorous grower of upright habit; 4½ ft.	75	5 00	40 00

	Doz.	100	1000
Mrs. Alfred Conard. One of the very best cannas in commerce today. The large exquisite shaded salmon-pink flowers are produced in great abundance on robust upright plants; 4 ft.	1 75	12 00	100 00
Mrs. Karl Kelsey (Orchid Flowered). Orange-scarlet, suffused and striped with yellow; 5 ft.	50	3 50	30 00
Mrs. Woodrow Wilson. A rich but soft crimson-pink, with very large flowers, a robust grower and free bloomer, 4 ft.	2 00	15 00	
Olympic. Rich Oriental-red, shading lighter to the centre and dappled carmine. The individual florets and trusses are very large and of excellent form; 5 ft.	85	6 00	50 00
Orange Bedder. One of our own introductions and unquestionably the best of its color, a particularly bright orange with just sufficient scarlet infusion to intensify the dazzling mass of color; very free flowering. Awarded a certificate of merit by the S. A. F. & O. H. at New York, August, 1917; 5 ft.	60	5 00	40 00
Panama. The color and markings of this splendid Canna are unusual; the rich orange-red face of the petals is bordered with a broad edge of golden-yellow; 5 ft.	60	4 00	35 00
Pennsylvania. Vermillion-scarlet overlaid with orange; 5 ft.	50	3 50	30 00
Philadelphia. Rich deep red; 4 ft.	60	4 00	35 00
Queen Charlotte. Rich pomegranate-red bordered with golden-yellow; 3 ft.	85	6 00	50 00
Rosea Gigantea. Large flowers, borne in such abundance that the mass of color is amazing. A deep rich rose, almost a coral-carmine; 4 ft.	1 25	8 00	70 00
Salmon Queen. Rosy salmon-scarlet, blending to a rosy carmine towards the centre, a very effective bedder; 5 ft.	85	6 00	50 00
Scharfenstein. The beautifully formed, large round florets are produced in compact but graceful trusses. The color is a unique light red salmon with orange and carmine suffusions that forms a most attractive addition to the range of colors found in Cannas; 5 ft.	85	6 00	50 00
Schopenhauer. A rich brilliant red with yellow throat, very free; 3 ft.	75	5 00	40 00
Souv. de F. Langle. Very distinct orange-red color, edged with gold; 4½ ft.	75	5 00	40 00
Superb. Deep salmon with bronze foliage; 4½ ft.	60	4 00	35 00
The Gem. An entirely distinct spotted variety. The immense trusses of flowers are borne on upright branching stems well above the foliage, and are of deep cream or straw-yellow, spotted with deep carmine; 4½ ft.	1 50	10 00	90 00
Uhlberg. Entirely distinct, of a soft rosy-carmine; the throat of the flower is of a creamy-yellow, and the edges of the petals are also pale yellow; 3 ft.	60	4 00	35 00

	Doz.	100	1000
King Humbert (Orchid Flowered). The most popular Canna. Great orange-scarlet flowers surmount the vigorous dark bronze foliage throughout the season; 5 ft.	75	5 00	45 00
Lafayette . In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stands more erect and the plant grows taller; 5 ft.	1 00	7 00	60 00
La France . Deep carmine pink; 4½ ft.	1 25	8 00	70 00
Lahneck . A free grower. The color is rose with lines and shadings of scarlet carmine hues, a narrow golden border adds to its beauty; 4 ft.	85	6 00	50 00
Louis Reverchon . A splendid bedder, large cochineal-red flowers; 4½ ft.	60	4 00	35 00
Maid of Orleans . Rich cream ground, mottled and shaded soft pink; 4 ft.	60	4 00	30 00

	Doz.	100	1000
Venus . Flowers of fair size, of a soft rosy pink with a pretty mottled border of creamy yellow; 3½ ft.	75	5 00	40 00
West Virginia . Intense rich crimson-scarlet with golden edge; 3 ft.	50	3 50	30 00
Wintzer's Colossal (Orchid Flowered). The largest flowered Canna. The florets often measure eight inches across and are of a bright scarlet; 5 ft.	75	5 00	45 00
William Bates . A splendid free flowering yellow of good size; 5 ft.	1 50	10 00	90 00
Wyoming (Orchid Flowered). Massive orange flowers which make a strong contrast with its rich bronze foliage; 6 ft.	50	3 50	30 00
Yellow King Humbert (Orchid Flowered). A sport from King Humbert in which the foliage is green and the flowers yellow with red spots. Very attractive.	75	5 00	45 00

HENRY A. DREER, 714-716 Chestnut St. Philadelphia, Pa.

The above prices are intended for the Trade only.

MINNESOTA STATE FLORIST CLUB MEETING.

The February meeting of the Minnesota State Florist Club was held at the University greenhouses, Southeast Minneapolis, February 19, 1920. About thirty members were in attendance. After a trip through the greenhouses and a study of some ninety varieties of cacti in one of these houses the regular business meeting of the Association was held. Among other things it was voted to ask the Secretary of S. A. F., to confer with the Federal Horticultural Board, requesting that all of the hearings of this Board be grouped at one, or possibly two, times during the year so that it would not be necessary for florists and others interested to make frequent trips across the country in order to be present at these meetings. Prof. W. S. Cooper of the University gave a very interesting lantern talk on "Ecology of Plants," especially in certain districts of California, showing views of the big redwoods and a considerable variety of California vegetation. Mr. August Vogt, of St. Paul, read a paper on "Proposed Plan of Florist Co-operation." This brought out an interesting discussion in regard to the florist business.

MINNESOTA NOTES

Easter stock is coming along pretty well, but will be none too plentiful as the country districts are buying heavily.

A. Lauritzen Warrendale, greenhouses St. Paul, lost his potting shed, two cars and had one greenhouse badly damaged by fire recently.

Max Kaiser of the Merriam Park Greenhouses, has returned from a Texas trip.

Supt. Theodore Wirth of the Minneapolis Park System, was at the University of Illinois the last week of February to deliver several lectures before the Department of Landscape Gardening.

The storage sheds of the Minne-

apolis Park System burned February 15, destroying considerable equipment. The loss is said to be about \$50,000.

Fred Busch of the Busch Greenhouses is spending a vacation in California.

NEW GLADIOLI

The following varieties of gladioli are offered for registration by John Lewis Childs, Flowerfield, N. Y. If no objections are filed prior to March 15, 1920, the same becomes complete:

Conspicuous (Childsii). Beautiful clear cardinal-red, with a large white throat. A very attractive combination of color. Originated by John Lewis Childs.

White America. Buds and partially expanding flowers, pale flesh, 136(½). Flower opens snow white, 2(1), with a faint streak of violet mauve, 195(1), or paler in the throat. Has the same strong habit of growth, form of flower and substance as America, of which it is a seedling.

PUBLICATIONS RECEIVED.

The Nursery Manual, by L. H. Bailey. Price \$2.50. The Macmillan Company. It is thirty years ago that the nursery book prepared by Liberty H. Bailey was first given to the public. Ever since that time this book has been considered a standard and has passed through no less than twenty-one editions previous to the edition which is now being put out under the title, The Nursery Manual.

In its present form, the work has been entirely rewritten and brought up to date in every way. In addition to the most complete directions for propagating all kinds of nursery stock, it contains an extended alphabetical list of plants with full indications under each one for propagation. The book contains a large number of helpful illustrations and is written in such a way that it will serve the purpose of the student, the commercial nurseryman and the private grower alike. In fact, it is a work which no one who has to do with nursery stock can afford to be without.

DREER'S "Riverton Special" Plant Tub



No.	Diam.	Ea.	Doz.	100
10	20 in.	\$4.50	\$49.50	\$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.90	21.50	170.00
50	12 in.	1.30	15.00	115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

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Plumosa, Strings and Bunches, Adiantum,
and a full line of all other Greens.

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he was outside of the hail section lost
upwards of 50,000 square feet of glass
by hail with no insurance to recom-
pense him.

He is now a member of the Florists'
Hail Association of America.

Profit by experience and join the Asso-
ciation now. Address

JOHN G. ESLEB, Secretary
Saddle River New Jersey

NEW HAVEN FLORISTS AND QUARANTINE 37.

Florists all over the country are
showing increased interest in the mat-
ter of the numerous quarantines now
being placed. The following letter
has been handed to us by Mr. J. K.
Alexander of East Bridgewater, Mass.
It reads as follows:

"Our Society is heartily in favor of
the stand you have taken in regard
to the Illinois Quarantine, as pub-
lished in HORTICULTURE. A vote was
passed at our meeting to oppose the
states passing laws of this kind; un-
less checked now probably every state
will pass similar laws which would be
disastrous to the Dahlia industry. I
will also bring this matter up at the
Executive meeting of the American
Dahlia Society to be held in New
York early in March.

Yours very truly,

THE NEW HAVEN COUNTY HORTI-
CULTURAL SOCIETY,

WM. J. RATHGEBER, Sec.

LANCASTER COUNTY, PA., FLOR- ISTS' ASSOCIATION

Rather a small number attended
the meeting on Thursday, Feb. 19th
in spite of the fact that the matter
of increasing the dues was up for
consideration. This was partly the
fault of the weather, as many of the
members of this Association are men
who attend their own fires and can-
not leave if the weather is severe.
The dues were left at the old rate
but all of the ladies who transferred
from the Ladies' Auxillary are to pay
full membership dues and be entitled
to full membership privileges. We
are not going to be left behind in the
emancipation of women movement.

The lecture of the evening was by
F. C. Bucher, farm expert for Lan-
caster County, and the subject soils.
Visitors were Mr. T. J. Nolan and a
representative from the Robert Craig
Co.

W. Atlee Burpee exhibited a vase
of their new sweet peas in such fine
shape that there are no adjectives to
properly describe them.

ALBERT M. HERR.

PARTICULAR AS TO VARIETY.

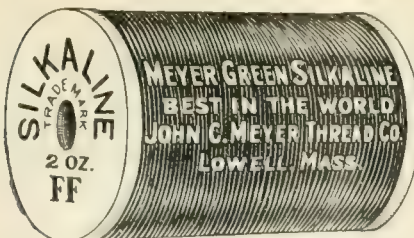
"Have you no potted geraniums?"

"No. We have some very nice
chrysanthemums."

"I must have geraniums. They are
for my wife."

"I'm sure she'd like these chrys-
anthemums."

"You don't understand. The geran-
iums are to replace some I promised
to take care of while she was
away."—Stray Stories.



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Green Silkline at \$2.50 per pound, in case lots of 25, 50 or 100 pounds.

Liberal discounts in 500 or 1000 pound lots.

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and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

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GROWING LILY OF THE VALLEY.

Of all the imported bulb stock, during the war, none was missed more than the beautiful lily of the valley. Here is a plant which I am sure can be produced on a commercial basis equal to the best imported Berlin crowns, says Frank W. Gilbert in the Canadian Florist. The heat and cold does not affect it, providing it has the proper situation. There are such situations where, when once started, it could produce all we would require.

The lily of the valley is a native of Great Britain. I have seen it growing beside the ditches in the woods and shady places, sending its rhizomes under ground and spreading all over just above the moss line, where the roots can reach the water, yet where it is dry on the surface.

In choosing a site, two things are necessary,—water and shade, or partial shade, during the hot months of summer. The soil should be a sandy loam, with a clay or cool bottom. Provision should be made for irrigation, or the Skinner system, much the same as one would for Ginseng.

In preparing the land I would sub-soil it two feet deep, not trench it. Work in on top a good dressing of leaf mould, working it down level as a seed bed. I would choose the young pips which have been grown here for stock as it takes three years to grow a strong flowering pip.

In sorting out the pips I would break the rhizome about one inch below the pip to induce them to make fibrous roots. The best time to start them is the early fall, as soon as the foliage turns yellow.

In planting stretch a line and cut straight down with a spade. Place the pips upright, about one inch below the surface and two inches apart in the row, with nine inches between rows. Make your beds as wide as you like, using a light cultivation to keep the weeds down. The following fall I would give a light coating of one-year-old barnyard manure and the same the next year. You will find that the second year from planting, young growths will come up over the bed. These will give more stock for planting. When you lift your pips the third year, lift your forcing crowns in the fall and store in a cool place, where they will not dry out.

Looking at this from a commercial standpoint, 4,000 square yards can be made productive, leaving 840 square yards for paths. They would produce 288,000 pips, which at \$10.00 per 1,000, would bring \$2,880.00 per acre. The initial cost of stock and labor would be the largest outlay.

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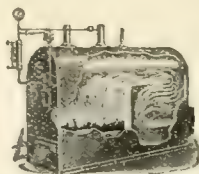
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(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO

THE MARKET

During the past week some decided changes have occurred in the market situation. Flowers have come in more rapidly than they could be moved. Probably the weather has had something to do with short sales but in any event there has been a very liberal supply and consequent drop in prices. In Boston there has been a general sliding off in value all the week. Roses have run from 4 to 15c. with carnations from 6 to 10c., excepting exceptionally fancy stock of Laddie and Rosalia. Sweet peas have gone fairly well at \$1.50 and \$2.00. Callas are now down to \$2.00 and the market is full of them. Stevia is practically out and other things are selling slowly. Reports from Philadelphia show that while sweet peas are coming in freely, they are of excellent quality, which holds true of freesias and daffodils. There as elsewhere violets are in good supply and moving slowly. Gardenias are a feature of the Philadelphia market and moving well. This is practically the story for all of the other markets. There is a general decline in prices with a decided slump in roses in New York.

BOSTON.

W. E. Lenk, formerly with the Halifax Gardens, is about to establish a new plant in Arlington. He proposes to erect three Hittings houses, 340 x 46 feet. Ground will be broken March 15th. Two Bigelow boilers of 125 h. p. each will heat the plant. Roses will be grown exclusively. Two of the houses will be in operation in the fall, and the third will be ready next spring. Mr. Lenk is known as one of the most successful rose growers of New England.

The Boston Florists' Association will hold its next meeting Tuesday, March 2d. It will be devoted largely to a discussion of the wholesalers' problems.

An important meeting of the Dahlia and Gladiolus growers of New England is scheduled for today, Saturday, at the State House in Boston, to consider the Illinois Quarantine.

I. Mirsky, a salesman in the market, who recently lost his wife just after she had arrived from Poland, has been given a substantial check by fellow salesmen, customers and growers. For four years Mr. Mirsky tried to get his wife out of Poland, but she lived only four days after she arrived.

NASSAU COUNTY HORTICULTURAL SOCIETY.

A special meeting of the Nassau County Horticultural Society was held in Pembroke Hall, Glen Cove, Long Island on Wednesday, February 18, at 7 P. M.

President Thomas Twigg occupied the chair.

James Hutchinson, Herbert Woodger, Stanley Balance, Alfred Woodger, David Dean, William Young, Robert W. Burnett, Edward Manda, John D. Wilson, and William Alexander were elected to active membership and one petition for active membership was received.

President Twigg was empowered to appoint a committee to secure judges for all shows and exhibitions to be

held by the society in the coming year.

Mr. George Platt, one of our active members died with pneumonia last week and the secretary was instructed to write a letter of sympathy to Mrs. Platt and family.

The exhibits for the next monthly meeting to be held March 10th will be Pot or Pan of Tulip, 12 mixed Roses, 12 spikes of Antirrhinum.

ARTHUR COOK, Cor. Secy.

PHILADELPHIA.

J. Otto Thilow will address the Florists' Club March 2nd on "Horticulture in the South Sea Islands," illustrated by stereopticon. He was fortunate in securing some splendid pictures on his recent trip there, and this will be well worth going to see—in addition to hearing the comments of a trained observer in our own line of business.

Recent Philadelphia visitors include Mr. Eckstein, Eckstein-Whitney Co., Buffalo, N. Y.; Elmer J. Weaver, Ronks, Pa.; E. P. Hotscher, Manheim, Pa.; Charles M. Weaver, Ronks, Pa.

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75 lbs.	2.75
100 lbs.	4.25
Ton	72.00

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Split carnations quickly, easily and cheaply mended. **Pillsbury's Carnation Staple**, 1000 for 35c.; 3000 for \$1.00 post-paid. **I. L. PILLSBURY**, Galesburg, Ill.

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Pompons, rooted cuttings form strong, healthy stock: Buckingham, Baby Yellow, Diana, Golden Harvest and Golden Climax. \$3.00 per 100, \$25.00 per 1,000. Cash with order, please. **J. K. CHANDLER & SONS**, Tewksbury, Mass.

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Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. **JOHN P. ROONEY**, New Bedford, Mass.

Dahlias a specialty, new creations and old friends. List ready. **WARREN E. SOOY**, Hammononton, N. J.

Dahlia Bulbs For Sale. The new decorative Dahlia Robert A. Fletcher, also the best American and imported. Send for catalog. Special, 15 for \$1.00. **W. F. BROWN**, 46 Palmer St., Norwich, Conn.

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America	\$7.00	\$9.00
Blue Hybrids	7.00	9.00
Empress of India	10.00	15.00
Halley	6.00	9.00
Mrs. Francis King	7.00	9.00
Panama	10.00	15.00
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Schwaben	14.00	20.00
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WANTED: Rose growers and section men in Rose Houses. Good chance for advancement. Apply to **H. G. HAMPE**, (Montrose) Wakefield Center, Mass.

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One 40 ft. wide by 200 ft. long
One 40 ft. wide by 160 ft. long
One 30 ft. wide by 160 ft. long
One 30 ft. wide by 40 ft. long

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Chrysanthemum Manual. Elmer D. Smith.....\$0.50
The Chrysanthemum. Herring-ton......50
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Violet Culture. Galloway.....1.50
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The Home Vegetable Garden. Krum.....1.00
Vegetable Gardening. R. L. Watts.....1.75
Parsons on The Rose......1.00
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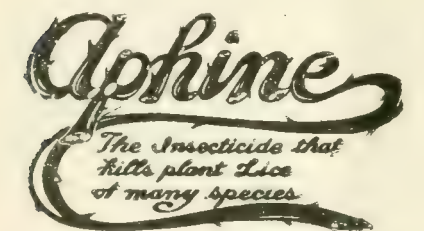
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" 3 ft.	4,000	23.00
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TERMS: 60 days net, 2% cash 10 days from invoice date, cash with order unless your credit is established with us.

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HORTICULTURE

Vol. XXXI

MARCH 6, 1920

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BOTANICAL
GARDEN

No. 10

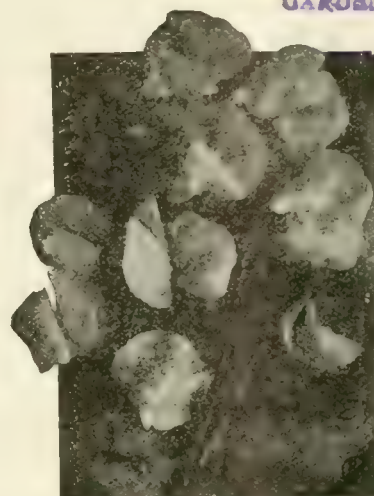
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With the new crop coming in, we are offering some wonderful quality, one in particular, **KENNETT BEAUTY**, a sport of Yarrowa. We don't believe there is any flower that will give the values that Sweet Peas will at this time. Long, Medium and Short.

\$3.00, \$2.00 and \$1.00.

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In bunches of 12 sprays, 25c., 50c., 75c., \$1.00 per bunch, according to length.

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THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

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at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots.....\$3.00 per dozen, \$20.00 per 100
Strong plants, 3½-inch pots..... 7.50 per dozen, 50.00 per 100
Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

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	Each
Elegantissima, elegantissima compacta, 3½-inch.....	\$0.25
Elegantissima and elegantissima compacta, 6-inch.....	.75
Muscosa, 5-inch.....	.75
Elegantissima and elegantissima compacta, 8-inch.....	2.00
Elegantissima and elegantissima compacta, 10-inch.....	4.00
Harrisii, 8-inch.....	3.00
Dwarf, Boston, 8-inch.....	2.00

If plants are shipped in pots, 10% additional.

F. R. PIERSON, Tarrytown, N. Y.

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We have on hand for immediate shipment a splendid lot of **Pot Grown Ferns**. All extra good value for the money. Shipped without pots.

	Size	Doz.	100	1000
Bostons.....	4-in.	\$3.00	\$20.00	\$190.00
".....	5-in.	4.50	35.00	325.00
".....	8-in.	\$2.50 each		
Scottii.....	4-in.	3.00	20.00	190.00
".....	5-in.	4.50	35.00	
Cordetta Compacta.....	6-in.	4.80	50.00	
Cyrtomium Holly Ferns.....	4-in.	3.00	20.00	

BEGONIAS

Vernon, red and pink mixed in extra good shape, ready for a shift.
2-in. \$2.75 per 100, \$25.00 per 1000.
3-in. 3.75 per 100, 35.00 per 1000.

COLEUS

Brilliance. 3-in. \$4.50 per 100.

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We have about 10,000 each 2 and 3 in. singles in a good assortment. About 5,000 3-in. S. A. Nutt, and 5,000 3 in. white.
2-in. at \$3.00 per 100.
3-in. at 4.50 per 100.

Alternantheras; Alyssum, double Giant and dwarf; Lobelia, Crystal Palace Gem; Hardy English Ivy; Lantanas, assorted; Heliotrope; Moonvines; Vinca variegated. 2-in. \$2.75 per 100, \$25.00 per 1000.

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Nephrolepis Norwood Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

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Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

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Twelve Weeks' Course (April 6-June 26)
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Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

Had flowers been plentiful, the business for St. Valentine's Day would have been such as to make the day rank, as a flower day, next to Mother's Day. The unfortunate condition of the flower markets throughout the country which existed before and during the St. Valentine's Day business period, curtailed possibilities very considerably, and the volume accomplished was limited only by the supply of flowers available. In the emergency there was a generally good demand for plants.

Now, what has placed St. Valentine's Day on the map of business if not our Publicity Campaign? Two or three years back the business for this day was very ordinary in character. A good business prospect was passing into obscurity for want of exploitation. Our Publicity Committee took the matter in hand, and through judicious yet most impressive advertising in the magazines, and dissemination of reading articles which were favorably received by a large number of newspapers throughout the country, among them some of the largest, in all of which articles the suggestion was apparent that flowers were more suitable for St. Valentine's Day gifts than anything else, the public led to see that a splendid old custom was falling into the discard, with the result that there has been a revival highly profitable to our industry. This campaign work continued through two more seasons has had the effect desired. To insure all possible publicity for the day, our Promotion Bureau has urged florists individually to connect with the Campaign advertising through the use of their local newspapers' advertising columns, and has supplied many hundreds of special electrotyped advertisements for this purpose, all of which in use have added to the publicity for the day as well as serving the local interests of the advertisers. An additional aid this season has been the enormous quantity of poster stamps and window posters put out by our Promotion Bureau.

A similar procedure has characterized the campaign work for Mother's Day. We all know that this has been a "made" day for florists, made through publicity, in which the work of our Publicity Committee has been wonderfully conspicuous. All in the trade would suffer if interest in Mother's Day were allowed to flag.

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

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SPECIALIZE IN

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(personally selected strains)

WHOLESALE ONLY

Write for Special Prices, Spot or Forward

Only Address, LANGPORT, Eng.

GIGANTEUM & HARDY LILLIES
GLADIOLUS CANNAS
AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

30,000 Extra Strong Rooted Carnation Cuttings of White Enchantress, Enchantress Supreme, Rose Enchantress, Ward, Beacon, Cornell. \$45.00 per 1,000, \$200.00 for 5,000.

5,000 Rooted Chrysanthemum Cuttings ready, including Golden Queen, Mari-gold, Razer, Diana, Glow, Mrs. Poehlmann, Chrysolora, Oconto, Early Frost, Doty, Mensa, Godfrey and 30 others, \$35.00 per 1,000. Pot plants, \$35.00 per 1,000.

I. M. RAYNER

GREENPORT - - - N. Y.

ORCHIDS

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Already attempts have been made by hostile interests to sever the connection of flowers with this day of days. Only organized effort can cope with a situation of this kind, and we have it in our Publicity Campaign.

But the Publicity Campaign can be only what the members of our trade make it, and they are far short of making it all they could. Only a small percentage of those engaged in our industry are contributing to its support. These contributors have the interests of the trade generally at heart. They are conscious of the great good our campaign is accomplishing, see their shares of the benefit materializing in their own business.

New Subscriptions

John Eitel, Greencastle, Ind.....	3.00
Peter A. Chopla, New Orleans, La	25.00
Ernest Weinhoeber, Chicago, Ill....	25.00
Michael O'Brien, Lenox, Mass.....	5.00
Arizona Seed & Floral Co., Phoenix, Ariz.	5.00
Houghton & Gorney, Boston, Mass.	20.00
William Walker Co., Louisville, Ky.	5.00
Davis Floral Co., Pine Bluff, Ark.	10.00
J. F. Kidwell Co., Chicago, Ill....	25.00
Koerbel Bros., Jeannette, Pa.....	25.00
The Schuler Floral Co., Durango, Calif.	5.00
Joseph Traudt, Canajoharie, N. Y.	15.00
Johnson Floral Co., Nacogdoches, Texas	5.00
C. E. Brown, La Junta, Col.....	10.00
Stollery Bros., Chicago, Ill.....	10.00

One Year

Stelzigo Floral Store, Bellefontaine, O.	\$5.00
E. C. Amling Co., Chicago, Ill....	100.00
Western N. Y. Publicity Fund, Buffalo, N. Y.	250.00
St. Louis Florists, St. Louis, Mo..	575.00
Florists' Telegraph Delivery Ass'n, Detroit, Mich.	130.00
New York Cut Flower Co., New York City	250.00
State Florists' Ass'n, Knoxville, Tenn.	96.00

Three Years

Wise Adkisson, Greenville, Texas.	\$10.00
Idlehour Greenhouses, Macon, Ga.	15.00

Additional

American Bulb Co., Chicago, Ill..	\$50.00
A. Washburn & Sons, Bloomington, Ill.	50.00
Keeneys Flower Shop, Harrisburg, Pa.	5.00
C. M. Hanilton, Kewanee, Ill.....	10.00
Previously reported	37,080.00
Total	\$39,419.00

JOHN YOUNG, Secy.

1170 Broadway, New York.

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Members of the S. A. F. & O. H. and Affiliated Societies:

Are you going to attend the 7th International Flower Show, to be held March 15th to 21st inclusive, Grand Central Palace, New York City? If so, during your stay, make the S. A. F. & O. H. Booth your Headquarters.

A. L. MILLER, President,
S. A. F. & O. H.
Jamaica, N. Y.

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THE NEW HYBRID
HARDY PRIVET
(L. Ibota x Ovalfolium)



Ibolium Privet
Natural Habit



Ibolium Privet
When Trimmed

Now sent out for the first time. Inquire for further information. One year field grown plants; \$5.00 each; Summer rooted, frame grown, \$3.00 each; Plants in storage for immediate shipment. The Elm City Nursery Co., WOODMONT NURSERIES, INC., New Haven, Conn. Introducers of BOX-BARBERRY, well rooted summer frame cuttings—\$65.00 per 1000.

We are Headquarters for the BEST OF EVERYTHING
IN
VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

“Seeds with a Lineage” All Varieties
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue
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IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the **BAY STATE NURSERIES**
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New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

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A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

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CACTUS.

	Doz.	100
ATTRACTION. New hybrid, large clear lilac rose	\$8.50	\$60.00
AVALANCHE. New hybrid, pure white.....	2.75	18.00
*BLANCA. New hybrid, delicate pinkish lavender, long stiff stem.....	8.50	60.00
BORNEMANN'S LIEBLING. Rose pink.....	2.00	15.00
*ELLA KRAMER. Especially good rose pink....	1.75	12.00
*HELENE. Lavender pink with white center, fine free flowering sort.....	2.00	15.00
*J. H. JACKSON. Largest and best very dark crimson cactus, fine stem.....	1.75	12.00
*KRIEMHILDE. Pink with white center, very fine cut flower variety.....	1.75	12.00
MME. HENRI CAYEUX. Pink with white center.	4.00	25.00
*PERLE DE LYON. Hybrid, pure white with attractively fringed petals.....	4.00	25.00
RUTH FORBES. Hybrid, mauve pink.....	2.75	18.00
*STERN. Bright yellow.....	1.75	12.00
T. G. BAKER. Yellow.....	4.00	25.00
VOLKER. Yellow.....	1.75	12.00

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*BARON G. DE GRANCY, or MADONNA. Large white with pale pink shadings, long stems, excellent for cutting.....	\$2.00	\$15.00
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P. W. JANSEN. Rosey salmon and yellow.....	4.00	25.00
*QUEEN WILHELMINA. Best pure white peony-flowered.....	1.75	12.00
SOUTH POLE. Large pure white.....	4.00	25.00
SUNRISE. Bright pink.....	1.75	12.00

DECORATIVE.

*CLIFFORD W. BURTON. Bright yellow, one of the best for commercial use, an old standby..	\$1.75	\$12.00
*DELICE. Bright pink suffused with lavender pink, popular commercial variety.....	1.75	12.00
ELSIE DAVIDSON. Large golden yellow.....	1.75	12.00
*FRANK A. WALKER. New, lavender pink, very free with good stem.....	5.00	35.00
HORTULANUS WITTE. New, pure white.....	5.00	35.00
*JACK ROSE. Deep crimson, good commercial sort.....	1.50	10.00
*JEANNE CHARMET. Pinkish lilac, very pretty and a good producer.....	1.75	12.00
JOHN R. BALDWIN. Salmon red.....	2.75	18.00
*MINA BURGLE. Scarlet, long stem, free flowering, called by many finest scarlet on the market	2.50	16.00

*MME. VAN DEN DAELE. Large flowers, white edged pink, fine form, long stem.....	2.00	15.00
*PRINCESS JULIANA. White, excellent for cut flower purposes.....	2.00	15.00
*SOUV. de GUSTAVE DOAZON. Giant red, largest and finest decorative in commerce.....	1.50	10.00
SYLVIA. Pink and white.....	1.75	12.00
WILHELM MILLER. Brilliant purple.....	1.50	10.00

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FIREBURST. Intense scarlet and very large....	\$4.00	\$25.00
MME. MARZE. Mammoth pure white.....	4.00	25.00
*MRS. ROOSEVELT. Delicate pink shading to soft pink, very handsome.....	4.00	25.00
*REGGIE. Cherry red, very free, long wiry stems.	1.75	12.00
*W. W. RAWSON. White tinted lavender.....	4.00	25.00
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SNOW.

*A. D. LIVONI. Soft pink, always a standby, very free.....	\$1.75	\$12.00
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DIAMANT. Pure white.....	2.75	18.00
*GOLDEN AGE. Sulphur yellow, free flowering..	1.75	12.00
*PRIMROSE DAME. Primrose yellow, free flowering.....	2.75	18.00
*ROBERT BROOMFIELD. Fine large white, tall grower.....	1.50	10.00
*STORM KING. Pure white, free bloomer, long stems, very satisfactory.....	1.75	12.00
*STRADELLA. Purple, free flowering, long stems	1.75	12.00
VIVIAN. White heavily tipped violet.....	2.00	15.00
WHITE SWAN. Pure white.....	1.75	12.00

POMPON.

*DARKEST OF ALL. Deep crimson, nearly black, free flowering.....	\$1.50	\$10.00
*ELFIN. Yellow, good everyday variety.....	1.75	12.00
LA PETITE BARBARA. Small white.....	1.75	12.00
*LITTLE BELLE. Lilac pink, free flowering....	2.00	15.00
*SNOW CLAD. Small pure white, very free.....	2.00	15.00

The above list includes only those sorts suitable for commercial purposes, but those marked (*) we recommend especially for florists' cut flower trade.

Not less than six of a kind at dozen rates, or twenty-five of a kind at hundred rates

ASTER SEED

High grade tested stock for the commercial florist, raised by leading Aster seed specialists.

EARLY.

QUEEN OF THE MARKET. White, Royal white, shell pink, rose, lavender, purple and mixed, $\frac{1}{8}$ oz. 30c.; $\frac{1}{4}$ oz. 50c.; $\frac{1}{2}$ oz. \$1.00; 1 oz. \$1.85.

MEDIUM EARLY.

ROYAL ASTERS. Long stem branching habit, free from laterals, a valuable type; white, shell pink, rose, lavender, purple, mixed, $\frac{1}{8}$ oz. 40c.; $\frac{1}{4}$ oz. 75c.; $\frac{1}{2}$ oz. \$1.35; 1 oz. \$2.50.

MIDSEASON.

MIDSUMMER INVINCIBLE. An all around valuable florists' market sort. White, shell pink, rose, lavender, purple and mixed, $\frac{1}{8}$ oz. 60c.; $\frac{1}{4}$ oz. \$1.00; $\frac{1}{2}$ oz. \$1.75; 1 oz. \$3.00.

The Three Best Rochester Types—MIKADO PINK, LAVENDER PINK, WHITE ROCHESTER, $\frac{1}{8}$ oz. 75c.; $\frac{1}{4}$ oz. \$1.25; $\frac{1}{2}$ oz. \$2.25; 1 oz. \$4.00.

PINK ENCHANTRESS. An excellent midseason branching; $\frac{1}{8}$ oz. 75c.; $\frac{1}{4}$ oz. \$1.25; $\frac{1}{2}$ oz. \$2.25; 1 oz. \$4.00.

KING ASTERS. Slightly quilled petals with incurved centers;

We have taken space at the International Flower Show in New York, and L. J. Reuter will be in attendance the entire week of March 15th, and will be pleased to meet all our friends. If we can be of any assistance to visiting florists, don't fail to call on us.

L. J. REUTER CO. Plant Brokers 15 Cedar St., WATERTOWN STA. BOSTON, MASS.
Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

GENERAL NEWS NOTES.

Mrs. Jennie P. Snow of Sharon, Mass., met with a serious disaster in the loss of her largest greenhouse, caused by the great weight of snow and hail on the roof. Although six men and boys worked all Sunday trying to clean the snow off, it finally caved in. About 5000 feet of glass in the building and the loss is estimated at about \$3000.

The Rochester Florists' Association

is strongly opposed to the proposed bill to establish a quarantine preventing the interstate shipping of cut flowers, plants and similar products. Resolutions were adopted at a meeting of the association protesting against such a bill which, it is asserted, will cripple the flower and seed business in the Genesee Valley.

H. J. Hughes has given up his flower store at Sanford, Me., and returned to Dover.

According to a New York report Charles Thorley, the florist, has purchased the former home of John D. Wing, a five-story dwelling, at No. 16 West Forty-ninth street, which he will alter to house his business for a time at least. The property is 25x100. Mr. Thorley bought the late residence of Mrs. Russell Sage, at No. 604 Fifth avenue, last month through Michael Dreicer for \$441,000.

HORTICULTURE

Vol. XXXI

MARCH 6, 1920

No. 10

THE TALK OF THE TRADE

One of the Boston papers is responsible for the statement that florists favor daylight saving. There is a question as to how much truth there is in that statement. I have talked with quite a number of florists and practically all of them express themselves as opposing the plan. Some are rather mild in their objections and some are rather strong.

Florists in general are closely akin to the farmer. What is necessary for one in the way of sunshine and climatic effects in general is necessary for the other; take for instance the rose grower. The last cut in the afternoon under daylight saving plan must be made very early, or in other words, while the sun is still high. It isn't easy to get the section men to come back later on and make an evening cut; consequently buds are cut tighter than they should be during the very warm weather or they will be too open in the morning.

Also, the general run of florists are interested in outdoor crops. Many of them have hay crops to handle as well as a variety of crops that are handled also by the farmer, and how many florists there are who are vegetable gardeners also. These are my reasons for saying that I doubt if the florists think differently than the farmer. The farmer is certainly in the minority but he has good solid reasons for opposing the plan, and those who are in favor of it are, generally speaking, in favor of it purely through selfish motives. Evidently the railroads are against it and for a very good reason. Take for instance Massachusetts; if it accepts daylight saving and New Hampshire, Vermont and Maine turn it down, which they seem inclined to do, there will be great confusion, and it is also by no means sure that Rhode Island and Connecticut will adopt it.

In spite of the severe weather that we have experienced for weeks and weeks past, the rose plants under glass are feeling the effects of the sun. Bottom breaks are appearing, the eyes are swelling, and a more vigorous growth is manifesting itself all the way through. This means mulching, as well as more water and more syringing. Of course there are some growers

who are so unfortunate that they are without sufficient coal to carry them beyond a few days and are living in a sort of hand to mouth way as regards the coal pile. These growers are of course handling their roses at a lower temperature than is good for them, and this will mean less water and less feed. Those, however, who are pushing their roses along normally will do well to give the plants a good mulch.

Cow manure is always to be preferred for mulching, but there are very few growers who are fortunate enough to be able to mulch with this. An excellent mulch can be made up with horse manure by turning it several times, mixing a small amount of soil with it and adding bone meal. You needn't be afraid of horse manure burning or doing too much in any way if you use it carefully. Turn the hose on to it just as fast as it is put on the beds; one man with the hose to follow up as the other men do the mulching will take the fire out. Leave a little draft of air on to let the ammonia escape, syringe thoroughly on each bright day, and if plenty of water is used there will be no burning.

There was a time when we were afraid to use horse manure, but that day has passed. Some florists mulch with this entirely and if used frequently and not too thick, excellent results are obtained. If cow manure is used, generally speaking, it is better to use a little soil with this also, providing the beds are shallow and the plants will stand a little building up with soil on top. If they are filled to the top with soil, use the manure clear.

The rose plants now show the natural tendency to jump ahead so be sure that you don't try to hold them back. Syringe frequently, keep the wood soft, the atmosphere damp, and give them all the water that they will take. They will show their appreciation.

A little talk on chrysanthemums for the coming season will not be out of place at this time. It is time now to propagate your stock, as well as buy those varieties which you have decided to handle as new ones for next season.

Starting off first with the large flowered type, I am reminded of one in

particular which has made good wherever it has been marketed, and that is the variety Barbara Davis. The bloom is bronze shaded with a lively red; the color is very difficult to describe. The growth is stocky, short-jointed, with heavy foliage, and if not planted too late, produces stems as long as is necessary for the market.

Another one that is exceptionally good if you want a very late one is Golden Mistletoe, a sport of Mistletoe, identical in growth but has a good clear yellow color and can be marketed well into December.

Where fancy flowers are wanted, the white and yellow Chadwick are still the standbys for late varieties. For the grower, however, who wants average commercial quality I would name the following as those which give good satisfaction:

In White, Early Frost, Oconto and Smith's Advance are heavily grown for early. Charles Rager and White Chieftain are good midseason varieties, and for late, Glenwood Hall, Timothy Eaton and White Seidewitz are satisfactory. Of course for very late, those which will come into December, we have Hamburg Late White and Mistletoe.

The very earliest yellow is Golden Glow, followed by Chrysolora, Marigold and Robert Halliday. Mrs. M. R. Morgan, Mrs. C. C. Pollworth and Golden Gleam are good midseason varieties, and one that has not been grown very heavily but is certainly a promising one is Richmond. It is called an early Bonnaffon, which describes the variety in every way. Every commercial florist should try out this sort as it comes in ahead of Bonnaffon and I know of no variety at its season that is better. For late, the old standby Major Bonnaffon must always be considered. Yellow Eaton is also a standby for this season.

In early pink, we have Pacific Supreme and Unaka, which are generally grown. Another variety, however, which is coming into favor and which is not grown as much as it deserves is Mrs. W. T. McNiece. For pink midseason, the field may safely be left to Chieftain, and following that into the later pinks, we come to Dr. Enguehard and Edyin Seidewitz. For those who do it well, and it really is not a hard

variety to grow, Wells' Late Pink is very desirable. This comes in some seasons in good shape for Thanksgiving, but it can be had later. Hamburg Late Pink is being introduced this year and gives promise of being a good commercial sort. It is a sport of Hamburg Late White, which means the same blood as Maud Dean, but the originators claim that Hamburg Late Pink does not show the center if taken from very late buds. We think about Oct. 1st is what they recommend.

Of course there are any number of other varieties that can be mentioned, some of which will do better than these with some growers, but generally speaking I believe those I have mentioned are the ones which are grown heavily and with the most satisfaction to all. I will take up the pompons next week.

St. Patrick's Day is almost here, and apparently there is going to be a widespread call for shamrocks. For many years John F. Rupp at Shiremanstown, Pa., has been a very extensive grower. A few years ago he was considered the second largest grower of shamrocks in the country, William K. Harris, of Philadelphia, being the largest. Whether this is the fact now or not I am not sure, but Mr. Rupp tells me that he now has about 150,000 plants on his benches. He also tells me that the seeds are imported every year from Cork, Ireland, and planted out of doors in cold frames, where they are left until in November, when the plants are potted up into 2½ and 3-inch pots. He believes that plants grown indoors all the time, that is, the seeds sown in a greenhouse, do not give as good results. Mr. Rupp ships his plants all over United States and into Canada. Even Southern florists take a considerable number.

The plant which is grown for shamrock is *Trifolium minus*; at least that is what the florists call it, and it is under that name that A. Blanc, of Philadelphia, introduces the "only genuine shamrock." It is really a variety of our common white clover, *Trifolium repens*. Whether this is the true shamrock or not, nobody really knows, and nobody probably ever will know. It is simply a matter of difference of opinion at the present time, for a great many people claim that the wood-sorrel (*Oxalis Acetosella*) is the real shamrock. W. M. in the *Cyclopedia of Horticulture* has this to say about it: "Moreover, according to Sowerby the wood-sorrel is in perfection on St. Patrick's Day, while white clover is not. The wood-sorrel is sent in great quantities from Ireland to

London for St. Patrick's Day. On the other hand, it is said that clover is the plant most commonly used in Ireland. Half a dozen other plants have their followers, and these are all plants with three leaflets. Nevertheless, there are those who deny that St. Patrick used the shamrock as a symbol of the Trinity. These declare that the water cress is the true shamrock. The question will always remain an open one."

WHOLESALE'S NIGHT

Important Meeting of the Boston Florists' Association.

Tuesday night's meeting of the Boston Florists' Association was very largely attended, and the discussion which was carried on largely by the wholesalers aroused much interest.

Mr. Charles Robinson, chairman of the wholesalers, led the discussion. Mr. Robinson laid the falling off in the demand for flowers to high prices. He said that the florists in the smaller places outside of the city limits felt that the high prices must drop because they cannot continue to do business unless they do. Mr. Robinson said that the wholesalers were trying the hardest of anybody in the trade to move flowers, and were paying higher prices in proportion than any other line. He also said that he believed that when out of town florists telephoned in for goods, their orders should be given to the wholesalers alone.

Mr. William Thurston, manager of the Cooperative Market, made a reply to some of the charges made at the last meeting. He spoke in part as follows:

I have been invited to attend this meeting and was informed that I should have an opportunity to make a few remarks in reply to the statements made about myself and the Boston Flower Exchange at your last gathering.

At the last National Florists' Convention in Boston, there were delegates from our largest American cities who were instructed to study the system and methods of the Boston Florist Exchange, to see if our practical ways could be successfully copied in their native cities.

We have the reputation of having the largest and the best market for the growers benefit in America, and to publicly publish a series of false, discrediting and untruthful statements about an institution which is so admired by other cities, is little short of a crime.

Now to get down to details, I want

to answer the charge of retail selling in the market. This is one thing I have always opposed and fought unsuccessfully. We have had rules against it and at different times I have started out on campaigns to stop it, but the trouble is that no rules yet made had the necessary teeth in them, or in other words there has not yet been devised a way to inflict a penalty on the offender that would positively and effectively stop this practice. My efforts, whether persuasive or threatening, have been ignored and on occasions where the offenders have been given attention by the Board of Directors, they have explained that the buyer was a relative, wife, sister, or uncle's wife or sister's chum, or that the buyer was a wholesale cigar or clothing dealer who had sold them goods and had been invited to drop in so they could return the favor.

What can be said in cases like that? How can a legitimate case be made out against an offender and how can a penalty be inflicted? The Board of Directors have not discovered a remedy so why not have those retailers who complain make suggestive corrective criticism and give us some intelligent and effective plan to produce the desired results. But let us take a broad view of this subject and stop and consider that everyone of us, sooner or later, will have things happen that will put us under obligations and favors to our neighbor and fellow-man.

Now a florist is particularly fortunate in being in a line of business where he can nicely return these said favors and obligations by gifts of flowers or selling at wholesale prices.

But you may say that the party you saw in the market was your customer. Of course it was your customer—but because he or she does favor you with their trade, do you think you exercise a control over their acts or the acts of their friends who may happen to be some salesman or grower or myself, one who may be indebted to your customer and who is repaying that mentioned indebtedness in our own private way.

Then again some of our growers get an order to be delivered in Boston or the suburbs. His greenhouses may be 25 miles away and owing to lack of material, uncertainty of express delivery and handling, he simply telephones to me for assistance and I have the piece made up for him and delivered as he instructs. Also flowers for hospitals the same way.

Being a stall holder and paying rent for his own place of business in our market, it does seem he has the right and privilege to attend to this part of his business without interference from

the retail stores or the management of the market.

Again there are instances where proprietors of retail stores get too many orders for the same evening and they call on a market salesman to assist him and I positively know of an entire wedding outfit of eight bouquets baskets and other times of several funeral designs *made up in the market because* the salesman could not leave as he was expecting shipments from his greenhouses.

Should an outsider decide or object to any deal between two occupants of the same business house?

Now they want to know if it is fair to have a salesman buy up flowers from each other or before the market opens.

I believe the Board of Directors are the best judges of this question and it *may* be a *question* in some cases and then again there are instances where it should stand no interference from an outsider.

For instance I can't see where any comments should be forthcoming in the case of a small grower and stallholder who sells his own flowers, has twelve or more hours work to do at the greenhouse, is short of help there and can't spare any time. He comes to the market early and wants to return quickly.

Now a salesman knowing these conditions offers him a price for his entire lot of goods and makes his ordinary salary commission out of the difference between the buying price and the selling price.

Should this be anybody's business outside of the contracting parties? Is not this stallholder simply transacting his business in his own establishment, the selling branch of his greenhouse plant.

The growers are not stupid, they know the market prices and are not selling their flowers to the salesman for nothing. The salesman cannot *ask* more than the market price, and the grower has the favor done him of quickly getting back to his work in his greenhouse and avoids the responsibility of waiting and collecting his money from some slow paying buyers. Just reason it out yourselves and see if it is not a rather bold assumption on the objectors part to attempt to interfere.

It is asked, "is it fair to have the manager buy flowers to fill orders?" *On every lease a stall holder signs there are a set of rules on the back, and Rule 17 reads:* The manager at his own discretion, may purchase telephone or telegraph orders but under no conditions will the corporation hold itself liable.

ALFRED M. CAMPBELL begs leave to extend a cordial invitation to all those who would like to look over a promising vista of **EASTER LILIES** and other specialties for the coming holiday, to visit his flower farm at **STRAFFORD, PA.**, and see for themselves and be well repaid in pleasure and profit. Now is the time to make reservations. Really good Easter stock is scarce. Strafford only 15 m. out Main Line **PHILADELPHIA.**

Wax Brothers
FLORISTS

Boston, Massachusetts

44 TEMPLE PLACE

The Centrally Located Florist Shop
Yours for Reciprocity
We cover all points in New England
Members of Florists' Tel. Delivery

Without any fear of contradiction I brand the statement that I am in the habit of buying flowers in the market to fill retail orders as a malicious and harmful lie, and particularly offensive, because I *do* pass up such opportunities to my financial detriment and by so doing I often create feelings against me from my friends. Now that I have explained things does any one blame me if I violently resent this unnecessary dictation from outside parties and if I question the authority of anyone to thus interfere with these described rights and privileges of our growers?

After all I have said on this subject I still want you to feel that I am broad enough to accept any intelligent corrective *suggestions*.

I emphasize suggestions instead of criticisms, *if* they are based on a fair and generous view of any situation, and I will try to carry out any of these suggestions if they are *for the benefit of and for the good* of the business in general.

Elijah Gorney arose to say that he had not meant to make any personal reflections on Mr. Thurston in his remarks a month ago.

Mr. Edward Welch, of P. Welch & Co., said that most of the wholesalers' trade went out of town and that the retailers in the city seldom bought of them unless their market was closed and they were forced to do so. He also condemned the practice on the part of retailers of buying from private estates, and said that the retailers often went to out of town markets to buy, frequently having to pay more than they would have been charged in Bos-

ton. He closed by saying, "Let us cut out all this sand-bagging business and get together to elevate the trade."

Thomas F. Galvin said: "If a poor piking florist like myself can afford to buy flowers for my rathskeller, I see no reason why the big men should find much fault." He also said that he believed the growers were entitled to all which they received for their goods and were at liberty to get more if they could.

Mr. Samuel Robinson argued that much good has been done by the Association and that more good would be accomplished if people would talk as freely at the meetings as they did outside. He declared that artificial flowers were justified by the needs of the times, such as on Memorial Day and other occasions when fresh flowers could not be obtained.

Benjamin Snyder stated that at least 65 or 70 per cent. of all the flowers coming into the market were handled by wholesalers and that they were devoting their whole efforts at finding or creating new markets for flowers. He deprecated the habit of some rose growers who graded their roses poorly. Nine inch flowers were graded from a poor nine inch down to no stems at all, while those of the longer grades were often weak and wobbly although they might measure up to the proper length.

Mr. Sydney Hoffman then arose and urged the members of the Association to get together in an effort to raise enough money to advertise liberally in the papers for the purpose of moving flowers at the present time when the market was overstocked. It is probable that this plan will eventually go through.

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The Blackstone plan

At the recent convention of the Tennessee Florists at Knoxville, Mr. Z. Blackistone, of Washington, made an excellent address on local publicity. It seems to us, however, that a few of the points which he made should be given very careful consideration before they are accepted by florists in general. Mr. Blackistone's argument in favor of a better general and technical education among all workers in the floral trade can hardly be controverted. Likewise his proposal of a spring flower week campaign for different communities is reasonable. His third proposition which calls for a general newspaper publicity campaign the year round with a "Say it with Flowers" week in the fall can be endorsed by progressive florists everywhere. It is quite likely true that there is grounds for the assertion that the ordinary florist is not as well posted about his business as he should be and could be. There are many factors entering into the growing and sale of flowers, designing of set pieces, the decoration of homes and public buildings, and the proper handling of cut flowers, which florists overlook to a large extent. In the matter of publicity, too, the average florist, not having had any training in the advertising field, finds himself at a disadvantage.

It is no doubt true that greater concerted and co-operative effort is needed to build up a market for flowers, but we seriously question whether Mr. Blackistone's plan is not open to criticism. Mr. Blackistone argues that the mission of flowers is to spread beauty, fragrance, sunshine, happiness, love, sympathy. All this is admitted, but when the recommendation is made that the florists of each community for one week of the year, in the spring, assemble their surplus flowers and give them away, we feel a little doubtful. Presumably considerable advertising would be derived from a "Florist's Spring Sunshine Week" as Mr. Blackistone would call it, but isn't there the danger, on the other hand, that flowers would be cheapened in the eyes of the public and that selling would really be rendered more difficult? It is argued that the flower business is founded on the gift idea. Well, so is the candy business to a large extent, but how often do we find a candy store giving away confectionery? The surplus and damaged goods and the stale stock may be offered at a lower price, but

something is received for it. Nobody ever thinks of getting candy from a candy maker for nothing.

Mr. Blackistone says that it is one of the joys of the florist's profession that they have the opportunity to impart pleasure by giving away flowers, and that if no business returns come from it, yet the giver will reap heaps of satisfaction. We admit all this, yet it seems to us that the stability of the trade is threatened by a practice which leads the public to believe that the florists can afford to give away their products. It is human nature to begrudge payment for anything that was once obtained for nothing. If the flowers might quietly be taken to the poorer districts of the city and given to weary mothers and ill-nourished children to whom a blossom really comes as a ray of sunshine, there would be some source of satisfaction. Also there would be good advertising in having mark-down sales, with the explanation carefully set forth that these sales were made possible only by certain temporary conditions. All sentiment aside, we believe the public should always feel that cut flowers in the shops are just as much a merchantable product as candy or stockings or gloves.

It seems to us that a great opportunity for developing an increased flower trade in Boston as well as disposing of an unexpected surplus was wholly missed

The matter is brought up here because it would seem as though florists in every city should be prepared to meet such a situation and to turn it to advantage instead of weakly submitting to a loss. As a result of the weather conditions and transportation difficulties the greatest surplus that has been known in the market for many months was piled up. The ice-chests were full and the benches were crowded. Naturally it was impossible to dispose of large quantities of flowers before they spoiled. Penn was the only retailer who made the most of the situation by advertising a reduction in flowers, and he did not reach the point of explaining to the public why this reduction was made possible, which we think he ought to have done.

Now in almost any other line of business the trade would be so organized that a situation like this could be made of real benefit to the people in it. Suppose that the florists' association had possessed a marketing committee whose duty should include devising methods to deal with a surplus. Suppose also that this committee should have rounded up the wholesalers and proposed a general campaign for increased flower sales. The next step would have been to get in touch with the leading retailers and to offer them a big reduction in price if they would do their part, which would consist of taking space in the Sunday newspapers to announce a special sale of flowers on Monday. These advertisements should have stated the facts plainly—that is, that because of the transportation troubles an accumulation of flowers had piled up in the local markets. The advertisement should have gone on to say that the flower merchants had got together and decided to give the public the benefit of this situation, and that they were doing this by cutting the prices in half or nearly that in order that everybody might have flowers on that occasion.

We feel that with this frank statement and good sized copy in the papers, there would have been a rush of business the next morning that would have entirely cleaned up the surplus and left retailers and wholesalers alike with the jingle of coins in their pockets. Of course nothing of this sort can be put through without organization and without having some good brains on the spot, but it is the kind of program which would be of the greatest value to florists. Not only would they clean up their stock, but they would also get new people into their stores and lay the foundations for future business.

ALEXANDER'S DAHLIAS

For Florists and Seedsmen

If you are looking for something good for your florists' business, try my New Cut-Flower Varieties offered below. I highly recommend them:

MAUDE ADAMS

(New Show Dahlia)

A pure snowy white very daintily overlaid and suffused the sweetest shade of rose-pink imaginable. It is the best of my introductions for florists' use, and a variety I can highly recommend. "Maude Adams" is the most prolific Dahlia of its color. It has good stems and is an early Dahlia to blossom, continuing throughout the entire season. It has the necessary features that make it stand shipping well, and makes up good in all kinds of work. Strong divisions. \$3.50 per dozen, \$20.00 per 100; clumps at \$5.00 per dozen, \$35.00 per 100.

HORTULANUS FIET

(Giant Decorative Dahlia)

Beautiful salmon-pink with a slight blending of yellow. Good divisions. \$15.00 per 100, \$2.00 per dozen.

MADONNA

(New Peony-Flowered Dahlia)

A very beautiful white, very slightly tinted with a most delicate shade of lavender-pink. The form of the flower is original, each petal curling and twisting in a very pleasing manner. An excellent cut-flower variety. Strong divisions. \$1.50 per dozen, \$10.00 per 100; Clumps, \$3.00 per dozen, \$25.00 per 100.

MINA BURGLE

(Decorative Dahlia)

The finest scarlet cut-flower Dahlia to my knowledge. Flowers of large size, on long, wiry stems, well above the foliage. Good divisions. \$1.50 per dozen, \$10.00 per 100; clumps, \$2.00 per dozen, \$15.00 per 100.

FRANK A. WALKER

(New Decorative Dahlia)

A charming shade of lavender-pink, with long stiff stems, making it first-class as a cut-flower Dahlia. An exceptionally early bloomer. Good divisions. \$3.50 per dozen, \$25.00 per 100; clumps, \$5.00 per dozen.

MRS. WARNAAR

(Peony-Cactus Dahlia)

Gigantic flowers of creamy white, suffused a delicate shade of pink. An early continuous bloomer. Stems from eighteen to thirty-six inches long. Good divisions. \$5.00 per dozen, \$35.00 per 100.

If you are interested in Cut-Flower Varieties, I will recommend to you the best varieties in the colors you want, and give you the benefit of my twenty-five years' experience as a Dahlia Specialist.

MY TRADE LIST OF 1920 gives complete descriptions and prices of Over 300 of the Most Up-to-Date Dahlias in the World, and is mailed free. Write for it now.

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THE MARKET.

The market has been going down steadily for the last week due both to a largely increased supply and a comparatively light demand. Truth to tell, the market is stocked more heavily than for many months past, and apparently a reaction has set in against the high prices which have prevailed for a long time. This is especially noticeable in the small towns, from which places orders are coming in very slowly. In Boston, some kind of an energetic campaign must be undertaken if the stock is to be cleaned up at all well.

Roses are selling at 16c., with specials at 25 to 50c. Many carnations are going at 2c., while 5c. is a high price. Callas have come down so low that many sold at \$1.00 per dozen, although the very best ones bring \$3.00. Sweet peas range all the way from 50c. to \$3.00, according to quality and the salesman's ability. Snapdragons sell from \$1.00 to \$3.00, and Violets sell none too well at 50c. to \$1.00 per bunch. Freesias are rated at from \$3.00 to \$10.00.

In New York, the situation is much the same, although roses are running a little higher than in Boston. Carnations are quoted at from \$3.00 to \$6.00 the first of the week, but kept steadily

dropping. Boston prices hold good for most of the other flowers, although violets are even lower than in the Boston market. Snapdragons are running somewhat higher. Tulips sold fairly well, the price ranging from \$6.00 to \$8.00. Paper whites and jonquils bring \$4.00 to \$6.00.

There has been a considerable drop in prices all along the line in the Philadelphia cut flower market. Nothing sensational or unlooked for, but gradual and steady as the week rolled by. On March 1st, the general run is from 25 to 50 per cent. lower than one week ago. Roses and carnations are covered by the 25, while sweet peas and calendula might be classed in the 50. Quality is better, if anything, and a big business is being done, although the flu. and other epidemics have largely abated. Lent does not seem to have hurt demand to any great extent this season.

The story is about the same in all the other markets, excepting that Buffalo is getting rather better prices than either New York or Boston for carnations, snapdragons and violets. Japanese lilies are plentiful enough to be quoted in Buffalo and sell from \$8.00 to \$10.00. Mignonette in the same market brings \$6.00 to \$10.00 and calendulas \$5.00 to \$6.00. Altogether

it is a very different condition from that which existed a few weeks ago, and the trade is making a desperate effort to move stock more readily.

COAL SITUATION VERY BAD

When HORTICULTURE was going to press last week the outlook was for the speedy arrival of sufficient coal to keep most of the florists going without loss. An additional storm, however, with the piling up of transportation difficulties and other troubles prevented the arrival of coal and created a very serious situation. At this writing several growers near Boston say that they can hold out only a short time longer. In other parts of New England, especially in Vermont, there is only coal enough for a day or two.

WAX BROS. IN A NEW HOME.

Wax Bros., who have long been located at Tremont street, Boston, are now getting settled in their new store at 44 Temple Place. The new place of business is located in the heart of the shopping district and is three or four times as large as the old store. It has been attractively decorated and handsomely furnished, and of course contains the large assortment of carefully chosen flowers for which Wax Bros. have become famous.



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Delivers to all Points in New
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WORCESTER, MASS.

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Member Florists' Telegraph Delivery

Quality and Reliability
WARBURTON

FALL RIVER, MASS.

Deliveries of Flowers and Plants
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territory.

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Near Tremont

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Prompt, Efficient Service Guaranteed.

A Card This Size

Cost only \$1.00 per Week
on Yearly Order

It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order.

Flowers Under Glass

Many plants will be benefited to a considerable degree by an application of lime, especially in houses where bone meal has been used liberally. Lime seems to make it possible for the bone which remains in the soil to be taken up and utilized. Fresh, air-slacked lime is good when free from lumps, but probably hydrated or agricultural lime is preferable, although it costs more. It's a good plan to work the lime into the soil before applying water. Of course, no good grower will use lime where he has just put on a fresh application of manure, bone or tankage. Lime is not needed to make the fertilizer available at first, and too much ammonia would be liberated. While this advice about lime applies to many plants, it is especially applicable to the growing of roses.

This has been an exceedingly difficult winter in all houses where it has been necessary to keep the temperature rather high. The severe cold winds have made unexpected inroads on the coal pile and only thoroughly well constructed houses have been kept at the right temperature without undue forcing of boilers. Many growers have run their houses cooler than they would have preferred, and with the coming of the warmer weather it will be desirable to push the temperature up again. Sixty-four degrees at night is about right for plants starting into growth, but when flowers are coming a little cooler temperature is needed in order to develop large blossoms. In any case watch out for mildew if you have to conserve coal, and keep the heat on well into the evening. Foggy, cloudy days are especially dangerous, and care must be taken then to keep the temperature up. This is good practice also after watering.

It is not an easy or even a pleasant task to perform, but all the drainpipes should be put into working condition before the big thaw comes. A thaw is inevitable, and unless pipes, catch basins and sewer openings are free, a lot of damage is likely to be done. Sometimes it pays to have a few tile drains laid where water frequently col-

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lects, but of course, this is a job for warmer weather. Florists who have connected houses side by side have had a large amount of extra work this year on account of the snow which they have had to shovel out from the valleys. A winter like this makes the man who has separate houses congratulate himself.

There is every reason to believe that the demand for gladioli will be heavy this season, and wise florists will make fresh plantings every ten days or two weeks, even though the bulbs are higher than in past years. It remains a question whether the glads are best grown in solid beds or on benches, but in any case they should be kept coming along in good supply. Remember that the public always has a preference for the softer colors, and especially the better shades of pink. If you have had a market that would take freesias well, you may be reasonably certain that it will take gladioli too.

It is now time to sow sweet peas for Memorial Day and to have a good supply of flowers for the weeks following. Plant the seeds in a solid bed if you can. Many growers find that they can utilize the center of the house to advantage in this way, having benches on the sides. The arrangement gives them plenty of head room, which is most important with sweet peas. There are growers who grow their sweet peas on raised benches, but they have to give the plants much more attention than the man who has them in beds, and the flowers are seldom as good.

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NATIONAL ASSOCIATION OF GARDENERS.

A gardeners' conference, under the auspices of the National Association of Gardeners will be held in the Engineering Building, 29 West 39th street, New York City on Thursday afternoon, March 18 at 2 o'clock, to which all those interested in the profession of gardening are invited. An opportunity will be presented for a general discussion of the association's policies, the work outlined for it, and the operation of the Service Bureau. This meeting occurs during the week of the Flower Show.

An executive meeting of the trustees and board of directors will be held at the Engineering Building, in the forenoon of the same day.

The Garden Club of America, which is manifesting an interest in the aims of the national association, will be addressed by William N. Craig of Brookline, Mass. on "The Gardener and His Cause" at the meeting of the club in New York City on March 17. Congressman M. L. Davey of Ohio will also address the meeting on Quarantine Bill No. 37. In a recent issue of the Garden Club Bulletin an article appeared by M. C. Ebel on "The Professional Gardeners."

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COMING EXHIBITIONS.

March 15-22, New York—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

March 24-28, Boston, Mass.—Exhibition of orchids and other plants of the Massachusetts Horticultural Society at Horticultural hall, William T. Rich, secretary, Horticultural hall, Boston.

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The F. T. D. Establishes a Bank Account Across the Line.

To facilitate, encourage and develop a closer relationship and a larger volume of international F. T. D. business this office has decided to broaden out and establish an International Clearing House whereby to save our members the unnecessary exchange rate that is forced upon our Canadian brothers.

The F. T. D. office has decided to establish a bank account on the Canadian side as well as an account on this side, to mail checks owed by American F. T. D. A. members to Canadian members from the Canadian bank, and Canadian bills due American members will receive American checks from the F. T. D. A. office.

Therefore, if you have any bills due Canadian members send them to this office with your check to cover, this will be deposited in the American bank and a check to cover your bill issued from the Canadian bank and likewise with the Canadian bills, their checks deposited in the Canadian bank and a check issued from the F. T. D. A. office instead.

Remember, that with co-operation we can do a great deal of good.

Yours for more F. T. D. A. co-operation,

ALBERT POCHELON, Sec'y F. T. D. A.

WASHINGTON OYSTER ROAST.

"And a good time was had by all," amply describes the Oyster Roast staged by the florists of Washington in one of the large greenhouses of the Washington Floral Company, in Alexandria, Va., on the evening of February 28. Led by a delegation from Gude Bros., in a large limousine, the florists made quite a procession journeying from Washington to the historic Virginian city in a string of poor men's Packards.

The greenhouse was decorated with palms and ferns and American flags. At one end a platform had been set up for "speakers," but this was largely utilized by a colored orchestra that set loose a considerable amount of "jazz." Oysters and clams on the half shell and cooked in several styles, with all the fixings, were served.

Among the speakers were David G. Grillbortzer, president of the Washington Floral Company; J. Harper Hetherington, manager of the Fourteenth Street Store of that company; William F. and Adolph Gude, of Gude Bros.; Captain James, of the British Army and Z. D. Blackistone.

Mr. Hetherington was in charge of transportation arrangements and the commissary, while Mr. Grillbortzer

looked after things in Alexandria. The latter delivered a few words of welcome and then urged that all of the florists do their utmost to make the coming convention and show of the American Carnation Society a success. The guests pledged their co-operation and gave a rising vote of thanks to Mr. Grillbortzer and to Mr. Hetherington for the excellence of the entertainment.

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MICHIGAN QUARANTINE

The state of Michigan has placed a quarantine order against corn and a large number of plants from New England on account of the European corn borer, but has specifically excluded the corms of gladioli and the tubers of dahlias without stems, as has the Federal Horticultural Board.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

With the increasing attention which is being given to garden refinements, more interest is being shown in dwarf border plants and in edgings. This applies not only to the kinds of flowers and plants chosen, but also to the manner in which they are used. I think it must be admitted that English gardeners are far ahead of those in this country in matters of this kind. It is with pleasure, therefore, that I give here the results of experiments made over several years by Mr. W. Robinson, long known as one of the most expert British gardeners, and chronicled in *Gardening Illustrated*. Some of the plants mentioned by him are not very suitable for use in New England gardens, but most of those included in the list here given will thrive in this climate. What is said from here on is in Mr. Robinson's words:

In my youth I saw many miles of Box edgings being clipped, and also endless labor bestowed on the clipping of Yews for hedges—a mean, wasteful work for the most part, and often done at a season when good work might have been done. This was the sort of plan of work shown in the old garden designs, which might well be mistaken for patterns on a wall. When I had a garden of my own I made up my mind to stop all such waste and ugliness, and so got some old York stone paving, which, broken up, made edgings to last for hundreds of years. Also, I had in the place rough sandstone rock, which gave bolder edgings for rougher shrubs. Given these stone edgings, I enjoyed much beautiful life of alpine and rock plants, which seemed to like the edging-stone as much as in any rock garden. In this way may be grown numbers of beautiful plants, which, though not in place in the bed itself, will give an added grace of color and flower.

The Wall Hairbell (*Campanula muralis*).—Of all the things used, this is the most long-lived and useful. Other Hairbells of the mountains and Alps are difficult to grow, and even in careful hands are lost, but this lovely Hairbell is difficult to kill. It creeps up rocks, and even penetrates walls. This has been my best edging plant, flowering for years, and so densely that the number of bells in one foot of the line could not be counted.

Australian Everlasting (*Helichrysum bellidifolius*).—A newly come

plant, this surprises me by its fitness for the work, being dwarf, abundant in bloom, and free-growing anywhere on walls and as an edging.

Rocky Mountain Phlox (*P. subulata* and other dwarf kinds).—I have had these for many years now on the top of a dry stone wall dividing the lower garden from the rising ground, and their fine colors and other qualities have pleased me well in groups, which last for years in good health. Quick to grow, they are among the good edging plants that help to keep down the weeds.

Gauze Plant (*Gypsophila repens*).—Of all I have tried, this has been the best as to endurance, being good in color and long in bloom. It has been more than ten years in one edging without it ever showing any sign of weakness. It flowers all through the summer and right into the autumn, and is a great gain. The pink variety is just as useful as the white. Sometimes other plants, as the wall Hairbell, stray into it, and that is an added charm.

The Dwarf Lavender.—Of my edgings none meets with more approval than the Dwarf Lavender. It is not only more compact than the usual forms, but the flowers are of a deeper color. The Lavender, growing and seeding freely over a vast area on the warmer slopes of the Alps and in many lands around the great sea, varies much, and to that habit we owe

this and other forms. The Dwarf Lavender makes a neat edging in the fruit or kitchen garden where the large forms might be in the way.

Mountain Sandwort (*Arenaria montana*).—This very fine rock plant makes the loveliest edging of the bold kind that one could desire. Put over a line of sandstone blocks it flowered very beautifully, and is, so planted, very well fitted as a frame for shrubs. It is perfectly hardy and long-enduring.

Tufted Pansies (hybrids of *Violas*).—A fascinating host of these, of simple and often exquisite colors, makes lovely margins to flower-beds of roses or other favorite plants. Easy of increase and culture in cool soils, and best in the cool northern hill land, many fine kinds, like John Quarton and Lady Knox, are well known. This should not prevent us raising from seed, as in that way we get vigorous plants to form edgings or carpets, and may chance to raise a good thing now and then. In that case choose seed of the smaller race rather than the showy garish pansy.

An Alpine Toadflax (*Linaria pallida*).—A modest, patient, and delightful little creeper in and out of the stone edging, always increasing and always in flower bordering the Carnation bed or other not robust plants as it is so very dwarf. It is easy of increase as if it enjoyed the garden.

Pinks (*Dianthus plumarius*).—The welcome fragrance and pretty gray color of these make them welcome as edgings, and they often give us good effects. In my soil they are not so enduring as on calcareous or free, sandy soil. The Maiden Pink (*Dianthus deltoides*) is a hardy and bright-flowering



'Rock Garden Along a Path

plant used with some effect, but the season of bloom is not long. In its vast family in northern and alpine lands there may be some free and hardy enough to make an edging in the choicest flower-bed.

Purple Rock-Cress (Aubrietia).—Of the multitude of rock and alpine plants that come to these islands, this is distinctly the most useful, growing on walls, rocks, and wherever a few grains of it are sown. Edgings formed with it are beautiful in every way, those best made of rich purple kinds. At one time different Latin names were given to the forms of the plant, but they are all varieties of one mother plant, though varying much in lovely color, and all as hardy as the Dock. Their flowering season is very early and very long—usually three months—which is a great advantage. The growth is so dense that the plants are able to keep free of weeds, and edgings made with them will endure for years.

Rockfoils (Saxifraga).—The mossy kinds grow freely in cool soil, but are apt to perish in a dry one, and, therefore, are only useful in shade. The Silvery Rockfoils I used with good result, but these are apt to get patchy in time, and the flowers are rather in the way. Yet I am grateful to them, for silvery bells of the Aizoon group often carried me through before getting so keen on the plants that grace the beds with their flowers all the summer. The great Indian Rockfoils have a different use.

The Japanese Stonecrop (Sedum spectabile).—Long an admirer of this fine, tall Stonecrop, I tried it around a mass of Rhododendrons and other bold shrubs, and there it thrived and made a lovely belt of color every autumn for over twenty years. But in war-time the shrubs began to encroach and the unmown grass to come in, and so with regret we had to change it.

The Carpathian Hairbell (C. carpatica).—There are several good forms of this fine plant, a white and delicate intermediate color, between white and blue. All mixed formed an attractive edging to a bed of Rose Zephirin on its own roots. A good perennial, may it remain long at its post.

Hepatica (Anemone Hepatica).—Often too scarce for edgings, and often seen as poor forgotten dots, I have at last taken courage and made some edgings of it in the past fine October days. But as it has a poor chance in the open sun, it is used to border the paths under the pergola, where the shade, it is hoped, will be right for its health and endurance. The plants are all of the wild blue kind, never having seen any of the

double kinds or other variations so pretty.

LETTER FROM AMMANN.

He Tells About the Progress of the American Flower Growers' Association.

February 27, 1920.

March 17 and 18, the Committee on Constitution and By-Laws for the National Growers' Association will meet in New York. We will appreciate suggestions anyone has to offer. Write them to the undersigned.

Immediately after Easter I shall be ready to visit any community and assist in organizing a local organization. Write so that dates may be agreed upon. We shall not encourage the organizing of locals with a membership of less than twenty-five.

Let us take time by the forelock and organize as many locals as we can prior to the big National Meeting at Cleveland in August.

Illinois already has one local with 100 members, and we expect in the near future, to organize two more locals. So, get busy, you other states, write the undersigned and let us help you.

Why You Need a National Growers' Organization—Because:

It will constantly work for your interests as a flower grower.

It will elevate the flower business in general and make it both more pleasant and profitable.

It will safeguard your heavy investments in an extremely hazardous business.

It will afford protection from unjust, unfair and harmful legislation.

It will assist you in the production of high grade flowers and plants.

It will remove the drudgery of the grower.

Its activities will procure prices for

a grower's products commensurate with the chances he takes.

It will help you to solve many perplexing problems.

It will extend the demand for your products.

It will minimize the annual waste of flowers.

Why the National Growers' Organization Needs You—Because:

With you the organization is stronger than without you.

Your experience will be a valuable asset.

Team work is a necessity always.

More abuses in the trade can be corrected with your assistance.

Meetings are of greater value when many participate.

We live but a short time, so let's make the most of it.

Your financial support will permit the organization to extend its activities.

The more intelligence assembled, the greater the force.

In unity there is strength.

It will add one more booster for better conditions in the trade.

Your interests are common with those of many others.

J. F. AMMANN, Secy.

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RHODE ISLAND NURSERYMEN

Providence, R. I.—Asserting that not one cent has been appropriated by the state for the benefit of nurserymen here, while other states expend large sums, the Rhode Island Nurserymen's Association unanimously voted to ask the legislature for \$2,500 to properly inspect and supervise "cleaning up" work in the nurseries.

The following new members were elected: L. F. Kinney, Kingston; W. H. Hollinsworth, Providence; H. H. De Wildt, Providence; Lawrence Hay, East Providence; E. Leemery, Woonsocket; Thomas Shaw, Forestdale; Herman Dolbeck, Woonsocket; Percy Sherman, Portsmouth, and August Ourade, Narragansett Pier.

The following officers were elected for the ensuing year: President, C. W. Morey of Woonsocket; vice-president, Walter Barth of Newport; secretary,

D. A. Clarke of Fiskeville; treasurer, V. A. Vanicek of Newport; executive committee, H. H. De Wildt of Providence, C. M. Holland of Woonsocket and William A. Hollingsworth of Providence.

Paul V. Fortmiller in discussing the "Present and Future Demand of Nursery Stock," called attention to the fact that conditions at the present time are different from any previous season, foremost of which is the shortage of nursery stock. He explained this shortage because of unusually large demand for nursery stock that has been created by so many workmen who through the greatly increased wages have purchased their own homes and are now beautifying their places. Another reason for the shortage was because of the lack of labor during the war, which curtailed the production of stock. The quarantine also has contributed to the shortages.

SULPHURIC ACID FOR SWEET PEAS

It Has Proved an Effective Aid to Germination.

In the English Sweet Pea annual for 1920 Mr. T. A. Weston writes very interestingly about the use of sulphuric acid as an aid to germination. He says:

Prior to the discovery that some Sweet Pea seeds were particularly hard and almost impervious to moisture, many seeds were sown which never appeared, or at least were so slow in germinating that they were given up as lost. Prior to the days of the Spencers, seed for the most part was very cheap, and it was only when the rage for novelties developed that growers realized how difficult some seeds were to germinate. In later years varieties came into commerce that gave a percentage of seed so hard that months in the soil had no effect. The trouble was not wholly connected with the Spencer varieties.

With the chipping treatment growers were able to ensure a quick and even germination of their Sweet Pea. It was a fairly easy plan for the amateur. For the trade grower, who handled seed by the pound, it was by no means a joke, but with new and expensive varieties there was no alternative, until the acid treatment was discovered.

It is some years since I first made known in a gardening contemporary the sulphuric acid method of treating seed, which gives equally good and perhaps better results than chipping, without the latter's difficulties. The treatment may be applied to all varieties, but split seeds should not be subjected to it.

The discovery was hit upon more or less by accident, when experiments were made with a view to discovering whether sterilization of seed would be helpful against rot, etc. Most growers have experienced the rotting off trouble, and some years ago a worker at one of the American Universities set out to circumvent this and many other Sweet Pea diseases, "Streak" included. On the latter subject I had considerable correspondence with him, even supplying him with materials. We found no real cure for "Streak," but the acid treatment of seed was one discovery of importance.

At one time I had the impression that the darkest colored seeds were the hardest, but many tests disproved this, inasmuch that even white seeds will remain dormant over long periods. I have found seeds of King White, own saved, absolutely unchanged after 24 days sown in a slightly heated pit.



CHARLES E. MEEHAN

WHOLESALE FLORIST,

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The worst sinner, however, was a specially good pink selection I made from Money-maker. Not anticipating trouble, I sowed three hundred and nine seeds on October 18th without treatment. Twenty days later, finding only six above the soil, I made an examination, and in the end had to earth out the entire batch. Two hundred and sixty-six were absolutely flint, the remainder either just chitting or swelled. The cuticle of the dormant ones so strongly resisted the knife, that I decided to give them 30 minutes in acid. Four days after resowing every seed I examined had emitted its rootlet.

The treatment is simplicity itself. Turn the seed into a pan or dish, and pour over it sufficient sulphuric acid, full strength, to wet the whole when well stirred. If desired, cover entirely with acid. The safety line for the hardest seed is 30 minutes. Some will stand more, but one hour will kill practically every seed. My own experience is that the greyish stony looking seeds are the toughest, and thirty minutes is their portion. Between 15 and 30 minutes is effective for brown to black, whilst 10 minutes is a safe period for white and mottled seed such as the lavender varieties give. This season, having all home saved seed, I gave the R. F. Felton seed only five minutes, and the same for white seed. The hard unswollen examples in the untreated King White, however, suggest that 10 to 15 minutes can be administered, but all splits should be removed. After soaking, which, by the way, shows no visible effect, wash the seed thoroughly in several changes of water and lay out until sufficiently dry to make sowing easy. The acid can, of course, be used time after time. It is easy to pour it off into another pan, so that several lots may be under way. Only earthenware pans must be used, the ordinary clay seed pan being quite suitable.

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A lecture on "Rose Gardens" will be delivered on Wednesday, March 17th, 8.15 p. m., at the American Museum of Natural History, 77th street and Central Park West, at a meeting of the society to be held on that date. The lecture is by Mr. Edmund M. Mills, president of the Syracuse Rose Society, an enthusiastic amateur grower of roses for over forty years. He will have much to tell us about the rose and its culture, and those who do not attend will be missing a great opportunity. An invitation is extended to all to attend. There is no admission charge to the lecture.

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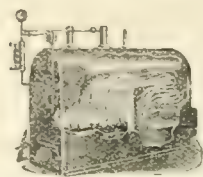
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Hush! Tell it not in Gath. Another atrocity. The boys have quieted down a bit on the billboard matter, but I was up in the Pennock Market today and overheard a Fishtown florist asking for green dye. Now we'll be having to go around the other way to avoid the awful green carnation. If good old St. Patrick were alive today he'd sure excommunicate for that kind of villainy.

Many florists outside of Philadelphia will be sorry to hear of the death of Charles H. Eimerman, which occurred Feb. 29th. He was a prominent member of the legal profession and for over twenty years took an active interest in the doings of the Florists' Club, of which he was an associate member. He was a keen bowler and an expert at shuffleboard and was generally well up towards the top whenever there was a tournament. While small in stature he was "all there" physically and very much of a man. He numbered among his legal clients many men prominent in our business, among them the late William K. Harris, who remained his bosom friend to the last. In early life he entered Girard College, that famous institution for orphan boys, and graduated from there with the highest honors. He was 59 years of age, a member of the Union League and many other societies.

My old friend Bill Baker was tendered a surprise party at his home in Philadelphia, March 1st. The supper was followed by a dance and there were a few speeches and some merry-makings generally in the course of the evening. The presentation from his old friends took the form of a gold mounted French briar and a big can of the finest Umpty Ump mixture. Also a silk American flag. The chief conspirators in planning the program were William Crawford and Miss Mary Baker. Among those present were Bart Cartledge, Bob Kift, Charley Kahler, Ben Starkey, Gene Bernheimer and other old friends of the family. A very pleasant and merry evening was spent, and our old friend, who carries his eighty years with great sprightliness, was made happy by seeing others happy, and felt quite swelled up—as he had a good right to be. Long life to him.

BOSTON.

The passing of John Charles Olmsted, the landscape architect, has been learned with deep regret. Mr. Olmsted, who was long associated with the late Frederick Law Olmsted, has done much very important work throughout the country.

Mr. James J. Casey, proprietor of the Rosary Flower store at Copley Square was married recently to Miss Minnie E. O'Brien of Quincy.

For the past two weeks or more Penn the Florist has kept crowds of people in front of his windows by a most gorgeous display of decorated weeds. These novelties, which are being put out by a Chicago firm, include a great number of common field and garden weeds as well as other wild plants, all of them painted or otherwise colored so as to produce most remarkable tints and shades. Penn is using them very lavishly, and as few people in Boston ever saw them before, they naturally arouse a great amount of curiosity as well as admiration. They have sold well, too, and are capable of being used in a great many ways as a supplement to flowers.

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MANDA ORCHIDS SHOWN IN BOSTON

Joseph Manda of West Orange, N. J., showed 20 vases of cut orchid blooms at Horticultural Hall, Boston, where an illustrated lecture, the first of a series on "The Living Plant," was given by Prof. W. J. V. Osterhaut, professor of botany in Harvard, last Saturday afternoon. With the aid of lantern slides, the speaker described the requirements for successful germination and the forces which direct the root in its search for food and water.

Two exhibits in the Manda collection which attracted much attention were cut blooms of the brasso-cattleya *Leemaniae*, one a fine yellow and the other a beautiful greenish-yellow, the blossoms measuring several inches across. Other specimens of this variety were *Thorntonii*, *Veitchii* and the large-flowered *Marie*. Of *Cattleya Schoederiae* there were fine specimens of *Veronica* and the richly-colored *Victory*. A striking specimen was the *laelio-cattleya Arcturus*, with a combination of brilliant purple and burnt orange colors.

Of *cattleya trianae* there was a fine specimen of the new variety, *Mrs. E. Warren Hood*, of a pale lavender tint, the throat of yellow and the lip of rose purple and lavender.

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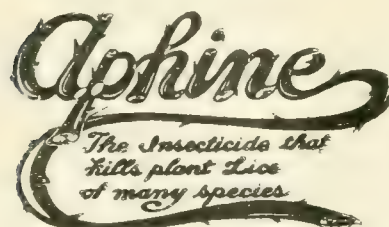
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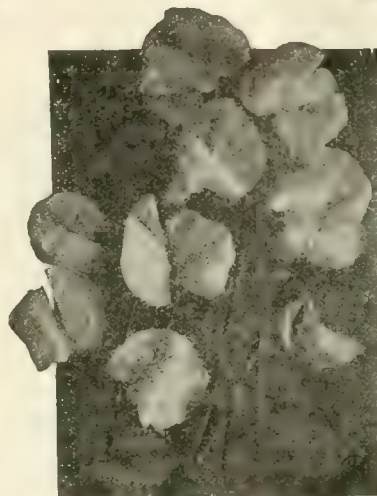
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SCHOOL OF HORTICULTURE

Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H.

Department

NATIONAL PUBLICITY CAMPAIGN.

When the far reaching results of our Campaign are not noticeable as to promote interest such as is shown in the following letter, it is time that the large body of florists who have not yet subscribed to our Campaign Fund should appreciate what is being done for them.

Corp. of CHAS. F. MEYER,
99 Warren St., New York.

March 2, 1920.

John Young, Secy.

National Publicity Campaign.

Dear Sir:—On my recent trip South and West I took particular notice of the Publicity Campaign and was much gratified and pleased to see the good impression it made upon the public, and its beneficial results to the trade. Indeed, the slogan, "Say it with flowers," expresses so much in all conditions of life, be it love, friendship, sickness, death, etc., that it has taken a strong hold on the public, and I really believe that the increased demand in flowers is to a large extent owing to it and the advertising in general. All of which impressed me very much and made me feel that the advertising crusade ought to be supported liberally. So when I reached Omaha and dropped in to see Mr. Hess, of Hess & Swoboda, he easily detected the weak spot in my armor and neatly extracted a promise from me of a further contribution to the fund on the part of my firm. Therefore, you will please find enclosed check of my firm for \$100.00 as an additional contribution to the Publicity Campaign, and hoping that it will help the good cause along. I remain

Yours very truly,

CHAS. F. MEYER.

President of Corp. of Chas F. Meyer.

Our slogan is, undoubtedly, forcing its way rapidly into the public mind. It is not a mere jumble of words, as most other trade slogans are, it is straight to the point with its message, and permits of no misunderstanding. Hardly a day passes when there is not received at the Secretary's office some proof of its reception by the public.

Of late the cartoonists on the big newspapers seem to have taken it up, and we receive many clippings showing its use. All this is publicity, and its great value is fully recognized.

We sometime ago were advised that a proper appraisal of our slogan's value would be a million dollars, but

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

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SEEDS

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GLADIOLUS CANNAS

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Write for prices

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RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

Cabbage and Cauliflower Seeds

Northern Danish Grown Seed from
Improved Selected Strains
Imported Direct from the Growers

	Per lb.
Copenhagen Market.....	\$4.00
Enkhuizen Glory.....	3.50
Danish Ballhead Short Stem.....	3.00
Danish Ballhead Tall Stem.....	3.00
Danish Roundhead.....	3.00
Danish Mammoth Rock Red.....	4.00

CAULIFLOWER SEEDS

	Per oz.
Extra Early Dwarf Erfurt.....	\$2.50
New Earliest Snowball.....	2.50
Giant Dry Weather.....	2.50
Danish Perfection.....	3.00

YOU CAN DEPEND ON THIS SEED
Standard Seed Company

RACINE, WIS.

It is safe to say now that it is worth to us a great deal more. It should be remembered, though that this great asset would speedily fade away if the slogan were allowed to fall into disuse. Only by using it continually can we maintain its value, and to assure this we must have the money to carry along our Campaign.

And, all things considered, it is such a little we ask. We have been going along on the volunteer system of contributing, which many of our staunchest supporters declare to be a wrong procedure. But we did hope, and hope still, that it will serve our purpose. We never for one moment thought that a wideawake florist would be a "slacker," but if we are to judge our returns so far, there is a big army of slackers, and we are quite sure that the majority of those in this army do not really want to be there. Either they do not understand our Campaign, or they are negligently putting off the writing of a cheque with the thought that any time will do. They are wrong. We need their support now, right at this very time. Our Publicity Committee have struggled along in the face of great difficulties for the want of money—ready money—to work with. They have often incurred liabilities in anticipation of being able to meet them from our collections, and have come through, as a member of the committee expresses it, "by the skin of our teeth." All this anxiety you, Messrs. Non-Subscribers, can relieve or prevent. This Committee is working for you, for your interests, for your prosperity. Will you not pay their way, at least in the proportion that you would pay for a trifling service, which is all they ask. Your share of the expense is within your own estimate. You can make it five dollars if you please, or as much more as you wish. If you only do a \$5,000 business, a five dollar contribution would amount to just one-tenth of one per cent. Can you afford it? Certainly, you can—it is hardly the cost of a box of cigars.

The Publicity Campaign is conceded to be the best thing ever promoted in the interests of florists. Support it and you support your own enterprise.

JOHN YOUNG, Secy

1170 Broadway, New York

A. F. Keenan & Co., of Chicago, have filed a petition in bankruptcy, with the object of securing legal release from liabilities contracted several years ago. Mr. Keenan has been in the army service, and hopes to again enter the flower trade. A discharge has been asked and a hearing set for April 12.



Ibolium Privet
Natural Habit

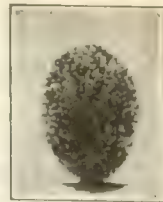
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Now sent out for the first time. Inquire for further information. One year field grown plants; \$5.00 each; Summer rooted, frame grown, \$3.00 each; Plants in storage for immediate shipment. The Elm City Nursery Co., WOODMONT NURSERIES, INC., New Haven, Conn. Introducers of BOX-BARBERRY, well rooted summer frame cuttings—\$65.00 per 1000.



Ibolium Privet
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We are Headquarters for the BEST OF EVERYTHING
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VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties

Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue

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IF in need of RELIABLE NURSERY STOCK

that is well grown, well dug and well packed

Send to the **BAY STATE NURSERIES**

Wholesale and Retail

NORTH ABINGTON, MASS.



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00. Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

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SEEDS AND BULBS

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A. L. Miller

Christmas and Easter Pot Plants
a specialty

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SEASONABLE OFFERINGS

GLADIOLUS BULBS

America, Augusta, Halley, Mrs.	3000
France King	\$35.00
Mrs. Watt, Chicago White, Peace	45.00
Brenchleyensis, Fire King	30.00
Mrs. Frank Pendleton, Niagara	50.00
Baron Hulot	60.00
Panama	60.00
Schwaben	70.00

FOR PROFIT BUY PRIMULINUS HYBRIDS. WE HAVE THEM IN QUANTITY AND OF BEST SELECTION

Don't forget PRIMULINUS HYBRIDS average two to three blooms per bulb and are quick sellers in the market.

Fancy	\$30.00 per 1000
Regular	\$20.00 per 1000

MISCELLANEOUS

AGERATUM, Stella Gurney, R. C., at \$1.50 per 100, \$12.00 per 1000.

ASPARAGUS Plumosus and Sprengeri. Seedlings, \$1.25 per 100, \$10.00 per 1000; fine 2 1/4-in. pots, \$5.00 per 100, \$45.00 per 1000; fine, 3-in. pots, \$10.00 per 100, \$95.00 per 1000.

CINERARIA Hybrida. Half dwarf, 2 1/4-in., at \$7.00 per 100, \$65 per 1000; 3-in., \$12.00 per 100.

COLEUS, Rooted Cuttings. All the standard and fancy varieties, such as Verschaffeltii, Golden Bedder, Queen Victoria, Fire Brand, Beckwith Gem, Yellow Trailing Queen, at \$12.00 per 1000; Brilliance, Salvator and Pink Trailing Queen, at \$20.00 per 1000. Any varieties of fancy COLEUS that you want tell us. Our growers can supply anything that is good.

CYCLAMEN SEEDLINGS. Three leaves, assorted varieties of a high-grade strain, \$8.00 per 100, \$75.00 per 1000; separate varieties, \$10.00 per 100; 2 1/4-in. pots, \$12.00 per 100; 2 1/4-in. pots, selected, \$15.00 per 100.

FUCHSIA, Rooted Cuttings. Mixed, best varieties, \$2.50 per 100, \$20.00 per 1000.

GODFREY CALLAS, 3-in., \$10.00 per 100.

FERNS, Boston and Whitmani, 2 1/2-in. pot-grown, \$7.00 per 100, \$65.00 per 1000.

BENCH BOSTON and **VERONA**. Ready for 4 1/2-in. and 5-in. pots, \$25.00 per 100.

LATANIA Borbonica, 3-in. fine stock, \$12.50 per 100.

DOUBLE or **SINGLE PETUNIAS**. Rooted Cuttings at \$2.50 per 100, \$20.00 per 1000. Our stock of Double PETUNIAS comprises ten colors, all distinct, also an A1 variety of Single Mixed, as well as Rosy Morn, separate.

PRIMULA Obconica, 3-in., at \$10 per 100.

NEW ROSES

Frank W. Dunlop and Madame Butterfly. Own Root: \$35.00 per 100, \$82.50 per 250, \$150.00 per 500, \$300.00 per 1000, \$725.00 per 2500. Grafted: \$42.50 per 100, \$101.25 per 250, \$187.50 per 500, \$375.00 per 1000, \$912.50 per 2500. From 2 1/2-in. pots. Premier. Own root, 2 1/4 in., \$20.00 per 100, \$175 per 1,000. Ophelia, \$15.00 per 100, \$120.00 per 1,000.

BONNAFFON SOIL CUTTINGS

Immediate Shipment

If you want to change or improve your strain, get some of these now. you can work up a fine lot of stock and this is from a particularly healthy strain, no midge and no blind plants, well rooted stocky cuttings at \$16.00 per 1000.

HARDY LILIES

Album, Auratum, Magnificum, 8/9-200 to the case, 9/11-125 to the case, at \$30.00 per case.

CHRYSANTHEMUM CUTTINGS.

Barbara Davis, White and Golden Chadwick, Chadwick Supreme, Golden Mistletoe, Indian Summer, Yellow and White Turner. Rooted cuttings, \$5.00 per 100, \$40.00 per 1000. From 2 1/4-in. pots, \$7.00 per 100, \$55.00 per 1000.

Where packing charges are made against us we will add them at cost.

NEW POMPONS.

Becky McLane.—Thanksgiving Bronze.

Christmas Gold.—Golden-yellow button for Dec. 1st and later.

Cometa.—Dark rose, shaded magenta.

November Pearl.—A new November flowering daybreak pink.

Ouray.—Best early bronze.

Uvalde.—A large pure white, maturing Oct. 10th.

Vasco.—Golden-yellow, flowering Oct. 15th and one of the very best for sprays.

White Gem.—Pure white button, very free and ready for cuttings Nov. 15th.

All the above, rooted cuttings, \$8.00 per 100; 2 1/4-in. pots, \$10.00 per 100.

CARNATION CUTTINGS

In the sand, well rooted, ready to go out the day your order comes in. 2000 Beacon, \$6.00 per 100, \$50.00 per 1000. 5000 Matchless, \$5.00 per 100, \$40.00 per 1000.

CANNAS

Sound 2-3 eye roots.

All varieties green foliage unless otherwise noted.

King Humbert, bronze foliage, orange red	100	1000
Yellow King Humbert, yellow, spotted red	3.50	30.00
Goldbird, buttercup yellow	5.00	45.00
Firebird, large fire red	8.00	75.00
Petof, best white	6.00	50.00
Meteor, deep crimson	3.50	30.00
Orange Bedder, orange with scarlet markings	3.50	30.00
Panama, red with yellow edge	5.50	50.00
A. Bouvier, rich velvety crimson	3.50	32.00
Florence Vaughan, golden yellow, spotted red	4.00	35.00
Gladiator, large bright yellow, spotted crimson	3.50	32.50
Mme. Crozy, crimson-scarlet, yellow edge	4.00	35.00
Mrs. A. Conard, salmon pink	7.50	70.00
Richard Wallace, canary yellow	4.00	35.00
Rosea Gigantea, gigantic rose pink	7.50	70.00
Venus, soft rose pink, yellow border	4.00	35.00
David Harum, bronze foliage, bright vermilion	4.50	40.00
Egandale, bronze foliage, cherry red	4.00	35.00
Wyoming, bronze foliage, bright orange flowers	4.00	35.00
Robusta Grandiflora, bronze foliage, mammoth, heavy growing	5.00	40.00
Brandywine, bronze foliage dazzling red, spotted with crimson	3.50	30.00
Hungaria, favorite pink bedding variety	5.00	45.00
Wintzer's Colossal, largest flowered variety, brilliant scarlet	4.00	35.00

Caladium Esculentum 7/9	\$10.00	\$90
9/11	18.00	150
Tube Roses, Excelsior Pearl 4/6	\$5.00	\$45
Mammoth	6.50	60

FLORISTS' SEEDS

High Grade Stocks for the Commercial Florists' Use

ASPARAGUS PLUMOSUS NANUS —Mass. greenhouse grown:	
1,000 seeds	\$3.00
5,000 seeds	14.00
10,000 seeds	25.00
ASPARAGUS SPRENGERI :	
1,000 seeds	\$1.15
5,000 seeds	5.00
AGERATUM . Blue Dwarf Imperial, White Dwarf Imperial, Blue Dwarf Little Dorrit, tr. pkt., 25c.; 1/2 oz., 50c.; 1 oz., \$1.00. Little Blue Star, tr. pkt., 50c. Blue Perfection, tr. pkt., 30c.; 1/2 oz., 75c.; 1 oz., \$1.50.	

ALYSSUM. Little Dorritt, best dwarf variety for baskets and bedding, tr. pkt., 30c.; 1 oz., \$1.00. Little Gem, tr. pkt., 20c.; 1 oz., 50c.; 1/4 lb., \$1.50. Saxatile Compactum (yellow), tr. pkt., 35c.; 1 oz., \$1.50.

ASTERS, ask for our List and Prices. New seed carefully selected of the best market varieties.

BEGONIA. Erfordai, Luminosa, Prima Donna, Semperflorens (white), tr. pkt., 50c.; oz., \$1.00. Vernon, tr. pkt., 20c.; oz., 50c.

CALENDULA. Orange King, greenhouse selected seed of a wonderful strain, 1/4 oz., 50c.; oz., \$1.50. Lemon Queen, best light yellow, 1/4 oz., 50c.; oz., \$1.50.

CANDYTUT: Giant White Perfection, tr. pkt., 35c.; oz., \$1.00. Pure White Giant Hyacinth-flowered, 1/4 oz., 25c.; oz., \$1.00; 1/4 lb., \$1.50. Purple, light pink, rose pink or finest mixed, 1/4 oz., 25c.; oz., 75c.

CENTAUREA IMPERIALIS. White, lilac, rose pink and purple, tr. pkt., 25c.; oz., \$1.50. Candidissima, tr. pkt., 50c.; oz., \$2.50. Gymnocarpa, tr. pkt., 25c.; oz., \$1.00. Double, true deep blue (Bachelor's Button), tr. pkt., 50c.; oz., \$1.25.

COBEA SCANDENS. Purple and white, tr. pkt., 25c.; oz., 80c.

COSMOS. Special strain of New England selected seed. Mammoth, shell pink, Lady Lenox, pure white, Crimson, tr. pkt., 25c.; oz., 80c.

DELPHINIUM, Totty's selected Hybrids, a truly wonderful collection, 1/4 oz., \$2.00; 1/2 oz., \$3.50; oz., \$6.00. Formosum, dark blue, Belladonna, turquoise blue, tr. pkt., 30c.; oz., \$1.00.

DRACAENA INDIVISA. 1/4 oz., 25c.; oz., 75c.

GAILLARDIA (annual), tr. pkt., 20c.; oz., 75c.

LOBELIA, Crystal Palace Compacta (dark blue dwarf), tr. ukt., 35c.

LUPINUS (annual), blue, scarlet, yellow and blue, finest mixed, tr. pkt., 25c.; oz., 75c.

MARIGOLD. Little Brownie, dwarf, Quilled Orange, tall, 1/4 oz., 25c.; oz., 75c.

PHLOX, Drummondii Grandiflora, pure white, scarlet, blood red, pink, yellow, tr. pkt., 30c.; 1/2 oz., \$1.00; oz., \$2.00.

SALPIGLOSSIS, valuable summer cut flower; violet, dark scarlet, purple, brown with gold, yellow, light blue with gold, finest mixed, tr. pkt., 50c.; 1/2 oz., \$1.00.

SALVIA. America, tr. pkt., 50c.; 1/4 oz., 1.50; oz., \$5.00. Splendens, tr. pkt., 30c.; 1/2 oz., 80c. Bonfire (Clara Bedman), tr. pkt., 40c.; 1/2 oz., \$1.50. Zurich, tr. pkt., 75c.; 1/2 oz., \$2.00.

SCABIOSA. White, daybreak pink, yellow, red, King of the Blacks, violet, tr. pkt., 30c.; 1/2 oz., 75c.

SCHIZANTHUS, WISETONENSIS, shades of brown, tr. pkt., 50c.

SNAPDRAGON, greenhouse varieties:

Keystone, Ramsburg's and Buxton's Silver Pink, tr. pkt., \$1.00.

Nelrose, Phelps White and Yellow. Enchantress, tr. pkt., 50c.

Half Dwarf Varieties, best for bedding and summer cut-flower purposes—white, golden yellow, rose pink, carmine, tr. pkt., 35c.; 1/2 oz., 60c.

STOCKS, large flowered Ten Weeks dwarf, blood red, rose, yellow, dark blue, white, mixed, tr. pkt., 50c.; 1/2 oz., \$2.00. Beauty of Nice, flesh pink, rose, white and lavender, tr. pkt., 75c.; 1/4 oz., \$1.50; oz., \$5.00.

VERBENA, Boston Mammoth strain, blue, pink, scarlet, white and mixed, tr. pkt., 30c.; 1/4 oz., 65c.; 1/2 oz., \$1.00.

L. J. REUTER CO.

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Brokers

15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

HORTICULTURE

Vol. XXXI

MARCH 13, 1920

No. 11

THE TALK OF THE TRADE

Some time ago I wrote about the popularity of forced lilacs in Philadelphia. I find that they are also in favor in parts of the west. Possibly they are not quite so common in the stores as in Philadelphia, but florists make generous use of them. Samuel Murray said to me recently:

"We have grown lilacs for many years. It is true that we do not sell a great many plants, but we use the flowers in corsage bouquets with cattleyas, and in general floral work. We have always been able to work them up to good advantage. Unfortunately they have been rather poor this year."

Mr. Murray is very proud of his splendid group of nectarines. Altogether he has eighteen good sized plants in tubs, and they attract much attention, as they are now in full bloom. It is easy to see that Mr. Murray finds great enjoyment in growing these plants. He said with enthusiasm:

"It does my heart good to look at them, and they are worth all their cost and care."

Last year the crop of nectarines produced were excellent in flavor, as several of the store's good customers have reason to remember. Mr. Murray is liberal in distributing the fruit, and says that the nectarines prove an excellent advertisement for him.

Apparently Easter lilies are more abundant in some parts of the West than in many eastern cities. Mr. Murray, in any event, says that while they were very short last year, he will have plenty of lilies this season, and that they are the best he has grown for years. Altogether Mr. Murray, this veteran florist of Kansas City, deserves the congratulations of his friends, for he says that he has never been in better health and that business up to Lent this year was the best in his history.

An advertisement from the Horticultural Advertiser (England) contains a possible pointer for growers in this country who have novelties or improved varieties to put on the market and want to let people know

about them without much trouble. It reads:

"The king of early forcing daffodils is coming to show himself to the British nurserymen and seedsmen."

It then goes on to say that on certain days a representative of A. Philippi & Sons, of Hillegom, Holland, will be at Covent Garden Market and also in Williamson's Hotel to introduce this new flower, which is described as the best of all good varieties. How easy it would be for American growers to announce that a similar exhibit would be given at a stated time at any wholesale market in Philadelphia, Boston, New York, Baltimore, or Washington, or at similar places in other cities.

Apparently florists are not planting nearly so many gladiolus bulbs as

usual for forcing this season. No doubt this is due to the high prices being charged for the bulbs. After all, though, these prices seem higher than they really are because of the sharp contrast to those which prevailed while the war was on. It is only a few years ago that florists paid fifty cents apiece for bulbs of America, although of course they did not grow them in any extensive way. After awhile America was selling for fifty cents a dozen, then dropped to thirty cents, and before the end of the war could be bought for ten to fifteen cents a dozen. There is every reason to believe that the growers will get their money back, for the blossoms will come at a time when they will be needed.

It is well that the list of florists' varieties is being somewhat extended. Of course the old time favorites con-



Madam Mouillere, One of the Best French Hydrangeas

tinue to sell in greatest numbers. Everybody knows America and buys it, although as a matter of fact there are other better kinds for forcing, as for example, *Glory of Holland*. To be sure the latter is classed as white with a slight tinting of pink, but America usually comes pretty light when forced under glass. A considerable per cent. of Americas are pretty apt to come blind, which is a disadvantage not possessed by some of the other kinds.

Brenchleyensis, one of the first kinds to be forced, would still be grown very widely if the bulbs could be obtained freely. Its name insures its sale, and yet it, too, is distinctly inferior to other kinds for forcing, although this much should be said to its credit—almost every bud opens, indoors or out.

One of the now popular forcing varieties, *Halley*, can hardly be improved upon, although it doesn't sell as well as it should. Likewise *Panama*, *Peace* and *Augusta* are extra good florists' flowers. Mr. B. Hammond Tracy has selected a number of others which he considers of great value to the florist for commercial purposes, the list including *Chicago White*, *Dawn*, a fine color pink with good keeping qualities, *Delice*, which is forced quickly, *Independence*, a brilliant begonia-pink flower, *Lily White*, which Mr. Meader of Dover bought from Kunderd and is featuring, *May*, white lightly flecked with crimson, *Myrtle*, clear delicate rose pink, *Niagara*, yellow, and *Willie Wigman*, blush.

Like many of the growers, Mr. Tracy is putting out a new white, although it is not likely to be taken up by florists at present, as the bulbs cost five dollars each. This variety is called *Madonna*, and is pure white even to the anthers, while most of the so-called whites have some other tints. According to Mr. Tracy many of the florists do not know how to grow gladioli under glass to best advantage. For one thing they often do not plant the bulbs deeply enough. The right depth, he says, is about four inches, although six inches is none too deep in the open ground. The need of keeping the ground moist is sometimes overlooked, too. Another mistake sometimes made is expecting to get the best flowers from the biggest bulbs. Oftentimes moderate sized bulbs if perfectly sound give unsurpassed blooms.

It is very pleasing to note the interest shown by the growers in general around Boston in the formation of the proposed National Growers' Associa-

tion. As you all know, the work in connection with this association is now in the hands of a committee and this committee will report at the S. A. F. convention in Cleveland next August and definite plans will be placed before the growers and an association permanently formed with by-laws and officers elected and a grand start is expected.

There is no question that this association will be of great value to the growers and florists around Boston, and they are looking forward to the time when our ex-president, J. Fred Ammann, will visit Boston and assist in the formation of a local branch. Mr. Ammann is covering the country in this work and is coming here from New York where he will be in attendance at the International Flower Show. Full particulars and information will be given the Massachusetts florists as to the formation of this local branch and it is advisable for one and all to attend that meeting, which will probably be held March 23d. Arrangements are not yet completed, but enough has been done and we can assure Mr. Ammann of a big attendance when everyone can hear his plans and fortunately be able to take advantage of work that has previously been done in other sections where many difficulties have been ironed out. Everything is going along smoothly now the formation of this association is assured.

THE EASTER OUTLOOK.

There is every reason to believe that baskets are going to be just as high in favor at Easter as they were at Christmas time. Many of the most progressive retailers are planning to use these baskets in great numbers because by their aid it is possible to satisfy a customer with smaller plants and fewer flowers. Mr. Henry Robinson, one of the largest wholesalers and manufacturers in the East, says that he is having an unprecedented demand for these baskets this year, and that probably thousands will go out from his establishment alone. There are many plants which look well in baskets but *Genistas* can be handled to especial advantage in this way. Retailers selling *genistas*, though, should take pains to instruct their customers as to their care if they want the results to be satisfactory. In ordinary rooms *genistas* are prone to drop their flowers very quickly, but if the plants are kept in a cool room and the roots kept moist, the flowers will last fairly well. If you by any chance have *spiraeas* for sale, tell your customer to keep water standing in the saucer under the plant as long as the flowers exist. This is the one great secret of keeping the *spiraeas*

in bloom for a satisfactory length of time. You might also tell your customer that the plant may be set out in the garden when spring comes.

Probably you have noticed a distinct tendency away from red roses of the climbing type at Easter and in favor of pink and white sorts. This means that the day of the *Crimson Rambler* is over, although it is still sold to some extent. Dorothy Perkins, *Tausendschon* and such *Baby Ramblers* as Mrs. Cutbush, Ellen Poulsen and *Baby Dorothy*, make most delightful bushy plants which sell freely. Of the other roses, *Magna Charta* and *Frau Karl Druschki* remain high in popularity. Ulrich Brunner and Mrs. John Laing have sold well in recent years. Take care to have these large flowered roses timed so that the blossoms will not be full blown. Customers like them when they are just showing color.

Apparently the French hydrangea will go far towards taking the place of Azaleas. Perhaps it will help their sale if you explain to your customers that they were originated in the famous Lemoine Nurseries at Nancy, France, where the American soldier first went into the front line trenches, and that for a long time American guns stood between these nurseries and destruction. Fortunately French hydrangeas are not hard to handle, and there is a good stock on hand.

With Easter coming early, it will not be difficult to have a good stock of bulbous plants ready, and they always sell well at Easter. The enterprising florist, therefore, will arrange early for a wide and varied stock of plants and have the store filled to overflowing when the call comes.

NEW ORCHID SOCIETY.

A Meeting to Be Held in Boston During the Show.

It is believed that the occasion of the big orchid show in Boston, from March 24 to 28, will offer an excellent opportunity for the formation of a National Orchid Society. For some time orchid growers have felt that such an organization was needed, and there seems to be no reason why an orchid society should not be as successful as the *Dahlia Society* or the *Peony Society*. It is expected that a large number of those interested in orchid culture, including some of the most prominent growers in the country, will attend the show, and a meeting to discuss organization has been called for Thursday evening, March 25, at 7.30 o'clock at Horticultural Hall. If the representation is as large as the originators of the movement hope, the society will come into existence at once.

DREER'S CANNAS

This season we harvested the finest and largest crop of Cannas that we have ever grown.

KING HUMBERT

And all the other good varieties you should have are included in our list and the roots are heavy and firm.

PRICES: The prices quoted are for dormant roots, which can usually be supplied until about the first of April, after which pot plants will be sent out and in which the advance in price will be as follows: All varieties listed at \$7.00 or less per 100 will be supplied in pot plants at \$8.00 per 100 or \$70.00 per 1000, and on varieties listed above \$7.00 per 100 there will be no change in price between dormant roots and pot plants.

All have green foliage unless otherwise specified.

TWELVE SPECIAL VARIETIES

Carmine Beauty. Deep bright carmine flowers freely produced high above the heavy dark-green foliage which has a narrow red margin. $4\frac{1}{2}$ ft. 15 cts. each; \$1.50 per doz.; \$10.00 per 100; \$90.00 per 1000

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety. $3\frac{1}{2}$ ft. 10 cts. each; 85 cts. per doz.; \$6.00 per 100; \$50.00 per 1000.

City of Portland. A wonderful bright rosy-pink, much deeper in color than Mrs. Alfred Conard or Hungaria; a free-flowering, vigorous grower. $3\frac{1}{2}$ ft. 20 cts. each; \$2.00 per doz.; \$12.00 per 100; \$100.00 per 1000.

Fairy Queen. The dwarf, compact plants of this distinct novelty are covered with flowers from spring until fall. The plant rarely exceeds 3 feet in height. The flowers, of a clear rose-pink, are of medium size, good substance and borne upright on stout stems in great abundance. Each flower has a distinct cream-colored border.

We believe Fairy Queen will become one of the very popular Cannas. 60 cts. each; \$6.00 per doz.; \$50.00 per 100.

Flag of Truce. A large-flowered, creamy white with faint pink dots on each petal. The general effect is white. Not as white

nor as tall as Eureka, but quite distinct and valuable. 4 ft. 35 cts. each; \$3.50 per doz.; \$20.00 per 100.

Golden Eagle. A wonderful clear golden-yellow of free, upright growth. The flowers are produced in large clusters well above the foliage. 4 ft. 35 cts. each; \$3.50 per doz.; \$20.00 per 100.

Harmony. Great clusters of good-sized, well-formed Geranium red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. $3\frac{1}{2}$ ft. 20 cts. each; \$2.00 per doz.; \$15.00 per 100.

Pocahontas. (Bronze-leaved Olympic). Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze. 4 ft. 20 cts. each; \$2.00 per doz.; \$15.00 per 100; \$100.00 per 1000.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 20 cts. each; \$2.00 per doz.; \$10.00 per 100; \$90.00 per 1000.

Remarkable. This effective bronze-leaved variety stands out boldly among other sorts, not only on account of its height (6 ft.), but because of the beautiful scarlet-carmine trusses of bloom surmounting the rich green-bronze foliage. 20 cts. each; \$2.00 per doz.; \$10.00 per 100; \$90.00 per 1000.

Surprise. The brightest red Canna we have. It surpasses in brilliancy such popular varieties as Meteor and Lafayette and produces its great trusses with equal freedom. 4 to 5 ft. 35 cts. each; \$3.50 per doz.; \$25.00 per 100.

DREER'S SELECTED CANNAS

Including many comparatively new varieties, which we can offer in quantity at popular prices.

	Doz.	100	1000
Allemania (Orchid Flowered). Salmon with golden markings; 5 ft.....	\$0 50	\$3 50	\$30 00
Austria (Orchid Flowered). Large, pure canary-yellow with reddish dots in center of upper petals; 5 ft.....	50	3 50	30 00
Beacon. Rich cardinal-red; $3\frac{1}{2}$ ft.....	1 00	7 00	60 00
Brilliant. Rich yellow with two red petals; $3\frac{1}{2}$ ft.	50	3 50	30 00
Dazzler. One of the best, deep fire-red, very free; $3\frac{1}{2}$ ft.....	1 00	7 00	60 00
Dragon. Very rich dark, ox-blood red; 3 ft..	75	5 00	40 00
Dr. E. Ackerknecht. Carmine lake, suffused with deep carmine, bronze foliage; 4 ft.....	50	3 50	30 00
Duke of Marlboro. An attractive deep brilliant crimson; 4 ft.....	50	3 50	30 00
Favorite. This is the best red spotted yellow Canna yet introduced. The color is a rich, deep golden-yellow, the flowers are produced on strong stems well above the foliage; 5 ft.....	50	3 50	30 00
Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine; $4\frac{1}{2}$ ft.	50	3 50	30 00
Garam. Very large bright carmine-red flowers, freely produced; $3\frac{1}{2}$ to 4 ft.....	50	3 50	30 00
Gladiator. Deep yellow freely dotted with red, a popular bedder; $4\frac{1}{2}$ ft.....	50	3 50	30 00
Goethe. Very attractive. Bright deep orange flowers of a very penetrating shade; 4 ft..	85	6 00	50 00
Gold Bird (Oiseau d'Or). This is the yellow companion to Firebird; the immense soft canary-yellow flowers are of good substance; $4\frac{1}{2}$ ft.....	85	6 00	50 00
Golden Gate. Yellow and red; 4 ft.....	60	4 00	30 00
Italia (Orchid Flowered). Bright orange-scarlet, with broad golden-yellow border; 6 ft.	50	3 50	30 00
King Humbert (Orchid Flowered). The most popular Canna. Great orange-scarlet flowers surmount the vigorous dark bronze foliage throughout the season; 5 ft.....	75	5 00	45 00
Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stands more erect and the plant grows taller; 5 ft.....	1 00	7 00	60 00
La France. Deep carmine pink; $4\frac{1}{2}$ ft.....	1 25	8 00	70 00
Lahnbeck. A free grower. The color is rose with lines and shadings of scarlet carmine hues, a narrow golden border adds to its beauty; 4 ft.....	85	6 00	50 00
Louis Reverchon. A splendid bedder, large cochineal-red flowers; $4\frac{1}{2}$ ft.....	80	4 00	35 00
Maid of Orleans. Rich cream ground, mottled and shaded soft pink; 4 ft.....	80	4 00	30 00
Mrs. Karl Kelsey (Orchid Flowered). Orange-scarlet, suffused and striped with yellow; 5 ft.	50	3 50	30 00

	Doz.	100	1000
Mrs. Woodrow Wilson. A rich but soft crimson-pink, with very large flowers, a robust grower and free bloomer, 4 ft.....	2 00	15 00	
Olympic. Rich Oriental-red, shading lighter to the centre and dappled carmine. The individual florets and trusses are very large and of excellent form; 5 ft.....	85	6 00	50 00
Panama. The color and markings of this splendid Canna are unusual; the rich orange-red face of the petals is bordered with a broad edge of golden-yellow; 5 ft.	60	4 00	35 00
Philadelphia. Rich deep red; 4 ft.....	60	4 00	35 00
Queen Charlotte. Rich pomegranate-red bordered with golden-yellow; 3 ft.....	55	6 00	50 00
Rosea Gigantea. Large flowers, borne in such abundance that the mass of color is amazing. A deep rich rose, almost a coral-carmine; 4 ft.....	1 25	8 00	70 00
Salmon Queen. Rosy salmon-scarlet, blending to a rosy carmine towards the centre, a very effective bedder; 5 ft.....	85	6 00	50 00
Scharfenstein. The beautifully formed, large round florets are produced in compact but graceful trusses. The color is a unique light red salmon with orange and carmine suffusions that forms a most attractive addition to the range of colors found in Cannas; 5 ft.....	85	6 00	50 00
Schopenhauer. A rich brilliant red with yellow throat, very free; 3 ft.....	75	5 00	40 00
Souv. de F. Langie. Very distinct orange-red color, edged with gold; $4\frac{1}{2}$ ft.....	75	5 00	40 00
Superb. Deep salmon with bronze foliage; $4\frac{1}{2}$ ft.	60	4 00	35 00
The Gem. An entirely distinct spotted variety. The immense trusses of flowers are borne on upright branching stems well above the foliage, and are of deep cream or straw-yellow, spotted with deep carmine; $4\frac{1}{2}$ ft.	1 50	10 00	90 00
Uhlberg. Entirely distinct, of a soft rosy-carmine; the throat of the flower is of a creamy-yellow, and the edges of the petals are also pale yellow; 3 ft.....	60	4 00	35 00
Venus. Flowers of fair size, of a soft rosy pink with a pretty mottled border of creamy-yellow; $3\frac{1}{2}$ ft.....	75	5 00	40 00
Winter's Colossal (Orchid Flowered). The largest flowered Canna. The florets often measure eight inches across and are of a bright scarlet; 5 ft.....	75	5 00	45 00
William Bates. A splendid free flowering yellow of good size; 5 ft.....	1 50	10 00	90 00
Wyoming (Orchid Flowered). Massive orange flowers which make a strong contrast with its rich bronze foliage; 6 ft.....	50	3 50	30 00
Yellow King Humbert (Orchid Flowered). A sport from King Humbert in which the foliage is green and the flowers yellow with red spots. Very attractive.....	75	5 00	45 00

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Philadelphia, Pa.

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To comply with a new Post Office requirement, when writing to HORTICULTURE, please use the following form:

HORTICULTURE, 78 Devonshire Street, Boston 9, Mass.

The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

At the last meeting of the Horticultural Club in Boston a matter came up in a joking way which the newspapers have taken seriously and given considerable prominence to. At that meeting a plea had come in from the Horticultural Society of the North of France for material to aid in replanting that war devastated land. It was stated that four thousand members of this society, including horticulturists, market gardeners and nurserymen, needed help. During the discussion Mr. John Farquhar arose and made a motion that Congress be petitioned to send France the seeds which have been prepared for congressional distribution in this country. Word has just come in that the Senate committee had refused this year to recommend the passage of the bill authorizing the usual distribution of government seeds. Mr. Farquhar's motion was put and carried in a spirit of joviality, everybody realizing that the annual distribution of seeds from Washington was nothing but a farce. The newspaper reporters, however, when they heard the story, took it seriously, with the result that one newspaper even published a lengthy editorial discussing the proposition.

As a matter of fact this very method of disposing of government seeds might well be considered in all seriousness. In any event the action of the Horticultural Club brought before the public the fact that France needs seeds badly and that seedsmen and others in this country have genuine opportunities to help their fellow workers over seas. There should be a generous response, but care should be taken not to send seeds which cannot be used. In northern France, for example, sweet corn, peppers and other long season crops cannot be grown successfully.

It isn't intended, though, that the shipments should be restricted to vegetable seeds. Flower seeds are wanted

just as badly. Cuttings and plants can be used, too. Even catalogues are desired, for that matter, so that the French people can buy what they want when they have the money.

At the meeting in Boston Mr. Farquhar immediately offered a collection of seeds; Mr. William Sim said that he would send over a generous amount of tomato seed; and others present who had no seeds to send dipped into their pockets and raised a total of over sixty dollars to buy seeds and plants of various kinds. Perhaps their generosity will prove an incentive to other organizations throughout the country. The Boston Post has found an opportunity for the exercise of considerable sentiment in this connection, as will be seen from the following quotation:

"The planting season will soon be here. American seeds would create a spirit of appreciation in rural France, not only when the sowing was going on but during the growing time and the harvest. And many a French grandfather may say to his grandson in days to come, 'That is a strain of seed that was sent me from America just after the great war. I have carefully kept it during all the years. I hope you will carry it on after me.'"

Every horticultural interest should rejoice in the growing appreciation of the flower shows and the tendency to put them on a more stable basis. The big show to be held in New York the coming week promises to be one of the most successful and most largely attended ever held in this country. Some features of former shows will be lacking, and the results of the war's restrictive measures may be seen. Yet the arrangements call for an exhibition which will be of the greatest value and interest to the flower loving public. And after all it is for the public that these shows are being given. For a long time the trade did not seem to appreciate this fact, and trade features were given special attention. Without question every member of the trade who attends this show will be benefitted in his business as a result. The main point, though, is to have the show one to which the public will flock in great numbers and where it will receive such an inspiration as will bring about a much greater use of cut flowers, as well as a much wider planting of gardens and estates. It is in this way that the trade will be helped, and everything which is done to make the show a success will be like casting bread upon the waters, with the absolute assurance that it will return again.

Possibly less has been heard about the show in Boston which will come on the following week, and yet there is promise that it will be one of the most important flower exhibitions ever given in New England. The chief feature will be a display of orchids from the Burrage establishment in Beverly. It is expected that this exhibit alone will fill the lecture hall, making it far and away the largest display of the kind even seen in America. Hardly second in interest, though, will be the Japanese azaleas which E. H. Wilson, assistant director of the Arnold Arboreteum, brought back from Japan last April. There are over a hundred of these azaleas, and they have been grown with the utmost care in the greenhouse of Professor Sargent. They are now coming into flower, and will be at the height of their beauty the week of the show. These azaleas, which for the most part are kinds never before seen in this country, are of wondrous beauty, and it is expected that they will cause no less than a floral sensation. Indeed, it was a feat of no small moment to get these living plants across the Pacific and then across the American continent and have them ready to show at a public exhibition a year later. Altogether, flower lovers have a great treat ahead of them, whether they go either to the New York show or the Boston show, or better still to both.

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Easter is coming along rapidly and by this time lilies should be showing well advanced buds. The skill of the florist must now be exercised in handling the plants so that they will come at just the right time. It is considered the best plan to grow them at a temperature of from 60 to 65 for a week, then gradually cool them off. Of course if you have a lot of lilies which are backward you will need to push them hard to have them catch up with the rest of the stock. This means not only a high temperature but plenty of water both at the roots as well as frequent syringing.

Increased interest is being shown in orchids this season in the east, perhaps because of the big New England show being staged this month. Orchids therefore should sell well in the flower stores. Miltonias will be coming along now and should have a place where they can be near the glass but shaded slightly. These orchids need plenty of ventilation and by means of ventilators you can also keep the temperature down. Don't forget a light syringing overhead when days are bright and fumigating once a week lightly to control thrips. Cattleyas that have been newly potted up require careful watering until their roots reach the compost. It is better, all things considered, to under water than to over water. Apply the water in the morning and syringe well so that they will dry off before night comes. A little shade will be needed, but only enough to break the direct rays of the sun. A sponging with Aphine or Imp soap is a great help. About sixty degrees is the right night temperature, with seventy or more when the sun is up.

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It is about time to be transferring
pansies started from seed in Novem-
ber or December to hot beds or cold
frames. If a hot bed is used it should
have only a mild heat as rapid growth
will not be desirable. Be sure that
the pansies are kept moist at the
roots, and when the days begin to
get warm remove the glass for a part
of the time.

Florists who have a good sale for
cannas are now starting a part of
their stock into growth. Early plants
will be obtained in this way and there
is always a demand for pot-grown
cannas when the season is young. It
isn't every city that offers a good mar-
ket for cannas, but in some places the
plants sell remarkably well. Place
the roots on a few inches of sand, soil
or dampened moss over bottom heat
and leave them until the crowns are
distinctly developed. Then they can
be cut up with one shoot to each
piece and the pieces potted using 3
or 4-inch pots. It is decidedly to the
advantage of the grower to use small
pots because space is none too plenti-
ful at this season, and cannas sell
about as well in 3-inch as in 5-inch
pots. This applies of course to the
bedding sorts. Fancy stock may re-
quire a different treatment with re-
potting.

Jas. R. Steinicke has sold his green-
houses at Old Orchard, near St. Louis.
Richard Hassell is the new proprietor
and will devote himself mostly to the
growing of carnations.

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SEEK QUARANTINE CHANGE.

Efforts of the Dahlia and Gladiolus Growers in New England.

The dahlia and gladiolus growers of New England are making vigorous efforts to induce the state of Illinois to modify its European corn borer exclusion quarantine so as to allow the entrance of gladiolus corms and dahlia tubers. Last Saturday morning a meeting was held at the office of Commissioner Gilbert in the State House, Boston, and it was voted to have Mr. Gilbert send a telegram to the Illinois State Board of Agriculture pointing out that the Federal Horticultural Board at Washington had admitted that dahlia and gladiolus bulbs without stems were incapable of transmitting the borer, and asking that the Illinois Board follow the example of the National Board in giving these bulbs a clean bill.

Commissioner Gilbert was also requested to wire Chairman Marlatt of the Federal Horticultural Board, requesting him to use his influence with the Illinois Department of Agriculture to obtain this modification of the Illinois ruling.

New England growers are receiving large numbers of orders from Illinois amateurs as well as from commercial growers, and of course are unable to fill them, which means a big loss and works an unnecessary hardship on the flower lovers of Illinois.

Commissioner Gilbert received on Tuesday morning a telegram from the Commissioner of Agriculture of Illinois in which he said that the matter of quarantining New England material would be referred to the Advisory Board, at whose suggestion it was originally established.

It remains to be seen of course what the Advisory Board will do, as the Commissioner's telegram was wholly noncommittal.

LADIES' SOCIETY OF AMERICAN FLORISTS.

Through the courtesy of Mr. A. L. Miller, president of the S. A. F. and O. H., the members of this Society are invited to avail themselves of the privileges and comforts of the booth which has been donated by him as their headquarters.

The president, Mrs. B. Hammond Tracy has issued a call for the meeting of the Board of Directors of the Ladies' Society of American Florists on Thursday, March 18th, at 2 o'clock, at the Grand Central Palace International Flower Show. Several matters of importance must be attended to and every member of the Board is urged to attend or appoint a proxy.

Get Ahead Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye)....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
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Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CAERNATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; 1/8 oz., \$2.00			
LOBELIA. Farquhar's Dark Blue, Dwarf.....	1/8 oz., \$0.85;	1/4 oz., \$1.50	
PETUNIA. Farquhar's Ruffled Giants Mixed.....	1/16 oz., \$4.00		
SALVIA SPLENDENS BONFIRE	1/4 oz., \$1.00; oz., \$3.75		
SALVIA SPLENDENS COMPACTA	1/4 oz., \$1.00; oz., \$3.50		
SALVIA SPLENDENS	1/4 oz., \$0.75; oz., \$2.25		
SALVIA ZURICH	1/4 oz., \$1.50		
VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White, 1/8 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00			
VERBENA. Farquhar's Mammoth Hybrids Mixed, 1/8 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00			
VINCA. Bright Rose, White with rose eye, Pure White.....			
	1/4 oz., \$0.50; oz., \$1.75		

R. & J. FARQUHAR COMPANY
BOSTON, MASS.

STUMPP & WALTER CO. Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

The appointment of Mrs. A. L. Miller as auditor for the Ladies' Society of American Florists for the year 1920 has been made by the President.

MRS. ALBERT M. HERR, Secy.

NEW ENGLAND.

Aubrey A. Pembroke of Beverly has bought the old greenhouse property on Crombie street, Salem, which was occupied for many years by McGee & Geary. Last spring he purchased the North Street Greenhouse, also in Salem. This makes him the biggest greenhouse man in that part of the State.

John C. Olmsted of Brookline, the landscape architect, left an estate of \$100,000.

The Wm. H. Lutton Co., of New Jersey, has taken out incorporation papers, with a capitalization of \$50,000. They are manufacturing greenhouse equipments.

GARDEN SEED

BEEF, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
82 Day St., NEW YORK and ORANGE CONN.

SEEDS, BULBS, PLANTS
JOSEPH BRECK & SONS, CORP.
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SEEDS, PLANTS AND BULBS
Horticultural Sundries
166 W. 23rd St., NEW YORK

Bolgiano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A CENTURY
Special Price List to Florists and Market Gardeners. Write for a copy at once—it will save you money.

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BALTIMORE, MARYLAND

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mention **HORTICULTURE**

CHRYSANTHEMUM GALL MIDGE.

The chrysanthemum gall midge, *Diarthronomyia hypogaea* Leow, has been responsible for considerable damage in the eastern United States during the past five years. This insect was probably brought into this country from Europe on chrysanthemum plants. It was first discovered in the United States at Adrian, Michigan in 1915, but now occurs in nearly all states where chrysanthemums are grown.

The adult is a small slender two-winged fly which lays eggs between the hairs of leaf or stem, particularly of the new shoots. Each maggot or larva forms a separate gall, within which it transforms in 40 to 50 days. Galls occur on leaves, tender shoots, and flower sepals, those on the shoots causing the most injury. Some varieties are more susceptible to attack than others. The appearance of the galls and the adult fly laying eggs are shown in the accompanying illustration.

Early in 1919, Mr. M. P. Zappe, assistant entomologist of the Connecticut Agricultural Experiment Station conducted in two large greenhouses, some experiments in controlling this pest. In these tests were greenhouse benches, screened and unscreened, treated with carbolic acid emulsion, nicotine sulphate, arsenate of lead, fish oil emulsion, powdered tobacco, and "Scalecide." Untreated sections were kept under observation as checks. The first applications were made January 3, and the treatment was repeated every three or four days until March 3. All plants were badly infested with galls.

The best results followed the use of nicotine sulphate (40 per cent.) one teaspoonful to one gallon of water plus one ounce of common yellow laundry soap. Of course the old galls remained, but at the end of the experiment no new galls could be found on the plants; consequently the treatment must have killed the insects before they could make new galls. Apparently this treatment kills the eggs or the young larvae before they enter the tissues.

"Scalecide," one part diluted with thirty parts of water, was effective, as there were no new galls at the end of the experiment, but there was slight injury to the leaves.

Carbolic acid emulsion and fish oil emulsion both were of some value, as there were only a few new galls on the treated plants at the end of the experiment.

ALFRED M. CAMPBELL begs leave to extend a cordial invitation to all those who would like to look over a promising vista of **EASTER LILIES** and other specialties for the coming holiday, to visit his flower farm at **STRAFFORD, PA.**, and see for themselves and be well repaid in pleasure and profit. Now is the time to make reservations. Really good Easter stock is scarce. Strafford only 15 m. out Main Line **PHILADELPHIA.**

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WABAN ROSE CONSERVATORIES

Roses at wholesale; shipped by express anywhere.

Kinds: Russell, Hadley, Ophelia, Premier, Thayer, Brilliant, Killarney, White Killarney. Contracts given for minimum deliveries daily or weekly, with protection in Holiday Seasons.

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GIGANTEUM, RUBRUM, ALBUM, AURATUM
MELPOMENE, LILY OF THE VALLEY

Careful storage, prompt express shipment on dates as arranged

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THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice **CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.**

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BOSTON, MASS.

Arsenate of lead and tobacco dust seemed to give no protection, as there were about as many new galls at the end of the experiment as at the beginning.

Some growers deem it necessary to spray every day or every other day to hold this pest in check, but the work of Mr. Zappe indicates that if the nicotinic and soap spray be applied thoroughly twice a week, for a period of six or eight weeks, the plants may be freed from galls. Doubtless fewer treatments will hold the pest in check.

W. E. BRITTON.

Connecticut Agricultural Experiment Station.

GROWERS TO ORGANIZE.

Meeting to Be Held at the American House March 23.

The work of organizing the Boston growers as a branch of the National Growers' Association has been begun. Mr. E. Allan Peirce and Mr. Samuel J. Goddard are now sending out notices for a meeting to be held at the American House on Tuesday, March 23. It is expected that there will be a very large attendance of growers from different parts of New England and that when Organizer Ammann comes he will receive a very warm welcome.

CO-OPERATION.

Mr. Samuel Robinson Shows How It Can Be Adapted to Present Conditions.

I have been asked to express my view concerning the advancement and progress of the Florist Business, especially right here in the East. I know of nothing that will advance the progress of our business so much as Co-operation. There is, perhaps, no other business which lacks this element so much as the florist business. Why? Because the men connected with the business are more ignorant of business affairs than in other lines? No, not at all—much to the contrary.

I can scarcely keep from expressing my feeling that I am proud to be numbered among many of the men who are so intimately connected with this line of trade; men who know, and know well how to measure other men; men who know that the true measure of a man's ability lies principally in the power to help others, and so add to their progress; men who know that the amount of money each man makes is no precise measure of service which he has rendered to his fellowmen, or the progress which such a man has made possible.

Wherein then, lies the great trouble? I answer in the lack of activity, leadership and Co-operation. Just ask yourself what has been done toward the advancement of the flower business in the last thirty years? Very little, aside from Mr. Henry Penn, who has led the florist business to a higher plane of success. What real Co-operation exists among the growers, wholesalers, retailers and the public at large? None. In my opinion there is only one method which will remedy the existing dreamlike conditions. This remedy is Co-operation—Co-operation of the right kind—Co-operation simply for the promotion of the flower business.

Telling a grower that he is exacting too high a price for his product, and asking him to lower his price is not Co-operation. It is childishness. The indestructible economic law of supply and demand inevitably determines the price of an article. To feel that our affairs will develop without effort, that the public at large will continue to buy flowers, more and more, as the years go on, without some adequate way of pointing out the grandeur of flowers is simple folly, not Co-operation.

There is no exact and concise definition of the term. When a motor is constructed in such a manner as to obtain the highest efficiency, we say that the parts co-operate highly. But it must be borne in mind, as the re-

sult of a scientific principle, that the motor will never give us the Maximum Electrical Energy without Co-operation of the parts. Without Co-operation of the parts in relation to the whole, there must result a waste of energy. As another example, take the human body, a very complex machine. We cannot deny that the hands co-operate with the feet, the arteries co-operate with the blood vessels, etc. An enormous waste of human energy will result unless this anatomical Co-operation exists, or is made to exist.

There is absolutely no difference in the results obtained when it comes to the flower business. It goes without saying that the resources of the growers are dormant and undeveloped. The value of flowers in the home, in the hospital, in the theatre, etc., is in no way pointed out to the public at large. Glutted markets are too frequent. The florists of Boston and the New England States are entirely disorganized. More than half do not know that the other half is alive. I have no doubt in my mind that proper Co-operation along these lines would be fraught with a marked tendency toward the reduction of these evils.

It is indeed a pleasure to feel that some of our florists have awakened from a long dream. I mean specifically the formation of the Boston Florist Association. This association brings us on the threshold of a new era, which, with proper leadership, efficient management, which spells Co-operation, this association can do innumerable good for our flower business. But we must remember, as Ralph Waldo Emerson put in one of his famous essays—

"For good thoughts are no better than good dreams unless they be executed."

SAMUEL ROBINSON.

THE MARKET

There has been no important change in the markets of the country during the past week. There has been, to be sure, a slight stiffening which leads all hands to hope that in a week or two the gluts will be over and profits greater. Nevertheless, prices have remained just about the same in all of the markets. Until the middle of the week there was a downward tendency, especially in New York, Pittsburgh and Buffalo. It certainly has been a buyer's market and there has been a general tendency on the part of the retailers to take advantage of the situation. This was noticeable in Boston where dealers got together and made special advertisements in the daily papers to promote the sale of flowers. Possibly the Boston people have not done the job quite so effectively as the Chicago florists, but have made a move in the right direction. Certainly the Chicago florists have found how to do retail advertising to the queen's taste.

Of course stevia is out of the market. Paper whites have been very short and in some places not to be obtained. Pittsburgh reports some very fine orchids which have sold from 75c. to \$1.00 each. In that market pussy willows are going well at from \$5 to \$6 and daisies \$3. Tulips are appearing and selling for about the same price as daffodils, that is, 6c. Violets are away down and it is safe to say that there is little money being made when they sell for from 75c. to \$1. Carnations have naturally followed the downward tendency.

It is understood that Mr. A. Jablonsky, of Clayton, Mo., is to erect three new greenhouses, each 32 x 300 feet, using pipe frame construction throughout.

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SEEDS, BULBS, LAWN MOWERS,
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THE MOST BEAUTIFUL AND RARE AMERICAN EVERGREEN

Specimens may be seen at Arnold Arboretum, where one may compare it with hundreds of other varieties of Evergreens.

Hardier and more adaptable to trying city conditions than the common or Canadian Hemlock.

Dense, dark foliage and sweeping semi-pendulous branches with pyramidal form combine to give a charm not found in any other known Evergreen.

SPECIAL: A limited number of Grand specimens, 16 to 20 feet high for immediate effect at my Highlands Nursery (3,700 ft. elevation in the Carolina Mountains). Prices on request.

A fine stock of smaller specimens from 1 foot up at my Boxford Nursery. Catalogs.

HARLAN P. KELSEY

Hardy American Plants

SALEM MASS.

BOSTON'S BIG SHOW.

Orchids and Japanese Azaleas to Be the Features.

Rare orchids from every country under the sun are to be exhibited at the great Orchid Show of the Massachusetts Horticultural Society, which will be held at Horticultural Hall, in Boston, Wednesday to Sunday, March 24 to 28. Applications for space will exceed the capacity of the exhibition halls. More than three hundred thousand dollars' worth of orchids, it is estimated, will be shown.

Albert C. Burrage, of Boston, who has the largest private collection of orchids in this country, will make exhibit from his twenty or more greenhouses at "Orchidvale," near Beverly Farms, which will completely fill the large lecture hall. The hall will be arranged with trees, palms and other tropical vegetation, with the orchids growing on them as they do in their native haunts. Although made to appear like a section of the tropical jungle the various plants will be displayed to show each one to the best advantage. Orchid growers of Boston, Western Massachusetts, New Jersey, New York and Philadelphia will exhibit at the coming show.

Assistant Director, E. H. Wilson of the Arnold Arboretum announces that that institution will make an exhibit of some 130 Japanese Azaleas which have never before been shown in this country. These plants were secured from Japan and are now being prepared in the famous Sargent Greenhouses at Brookline, so that they will be in flower at the time of the exhibition in March. There will also be large exhibits of other plants, but the orchids will be the main feature of the show, more than \$3,500 in addition to gold, silver, and bronze medals having been allotted for prizes for this

MICHELL'S NEW CROP ASPARAGUS PLUMOSUS NANUS

GREENHOUSE GROWN SEED

1000 Seeds.....	\$3.50	10,000 Seeds.....	\$30.00
5000 Seeds.....	16.25	25,000 Seeds.....	68.75

LATHHOUSE GROWN SEED

1000 Seeds.....	\$2.00	10,000 Seeds.....	\$18.50
5000 Seeds.....	9.75	25,000 Seeds.....	43.75

Special prices on larger quantities.

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class of plants and flowers alone.

The purpose of this exhibition is to interest a larger number of people in this most beautiful class of plants. The extension of orchid culture within the last quarter of a century has been remarkable. In large collections there still remains a wide field for the exercise of cultural skill, and it is to develop this that the Massachusetts Horticultural Society is holding this exhibition and offering large prizes.

BOSTON.

Among the trade in Boston, the following will visit the New York Flower Show next week: Henry M. Robinson, Wm. R. Nicholson, E. H. Wilson, Donald McKenzie, Henry R. Comley, P. L. Carbone, Henry Penn, Mr. and Mrs. B. Hammond Tracy, W. H. Golby, Herman H. Bartsch, Thomas Roland, P. Welch, Wm. C. Rust, Wm. N. Craig, E. Allan Peirce, Louis J. Reuter, Samuel J. Goddard, W. D. Howard, J. K. M. L. Farquhar, Frank Murray and Peter Arnott. Chas. S. Strout of Biddeford, Maine, is also planning to attend. Messrs. Welch, Roland, Bartsch and McKenzie will act as judges the first day of the show.

At the next meeting of the Garden-

ers' & Florists' Club of Boston, either J. Edward Moon of Morrisville, Pa., or John Watson of Newark, N. Y., will address the club on "The American Association of Nurserymen: Its Aims and Purposes."

The Boston Society of Architects and the Boston Society of Landscape Architects, enjoyed a joint dinner in the Parker House early in the week, with President H. H. Kendall of the former body presiding. Loring Underwood, of Boston, gave an illustrated talk on New England gardens.

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There is always a shortage in

BOUVARDIAS

WHY NOT ORDER NOW

Single White		Single Pink	
Single Red		100	1000
2	inch pots.....	\$7.50	\$65.00
2½	inch pots.....	8.00	70.00
April Delivery			

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Would like to handle consignments from growers of good
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BOSTON, MASS.

CHICAGO FLORISTS' CLUB.

Owing to the inclement weather and blizzard but a very small number of the trade were able to attend the March meeting of the Chicago Florists' Club.

President Waters called the meeting to order at 8.45 p. m. At roll-call the President and secretary were the only officers reported present.

The following were elected to membership: C. A. Wrigley, supplies, 130 N. Wells St., Chicago, Ill.; Albert Koehler, seedsman, 172 N. Wabash Ave., Chicago, Ill.; Vincent Neil, seedsman, 172 N. Wabash Ave., Chicago, Ill.; H. W. Miller, florist supplies, 324 W. North Ave., Chicago; Herbert Stone, retail florist, 4011 Milwaukee Ave., Chicago.

Nominations for membership were as follow: Chas. S. McCauley, grower, Geneva, Ill.; Wm. Langhout, seedsman, 172 N. Wabash Ave., Chicago; Lorenz P. Geiger, plantsman, 4905 Quincy St., Chicago; Edward Clody, retail florist, 3912 N. Clark St., Chicago; George Wienhoeber, retail florist, 41 S. Wabash Ave., Chicago; A. Hall, retail florist, 4700 Sheridan Road, Chicago; H. E. Bruns, retail florist, 3040 W. Madison St., Chicago; Fred Stielow, an expert in this line and some unique

grower, Niles Center, Ill.; C. Clemensen, retail florist, 7801 Exchange Ave., Chicago; Nick Damm, Jr., grower, Morton Grove, Ill.; James R. Paul, landscape gardener, 1112 Lawrence Ave., Chicago; Ernest Weiss, grower, Elmhurst, Ill.

James Morton, Chairman, announced the appointment of the following co-workers on the Garden Committee: Ed. Goldenstein of Vaughan's Seed Store, Ralph B. Howe of W. W. Barnard Company, John Begnan of A. Henderson & Company, Everette R. Peacock of the Everette R. Peacock Company.

Mr. Morton, speaking for his committee, stated that more than 175,000 Hi-Cost-of-Living Gardens will be started in Chicago the coming spring. This committee has laid plans to co-operate with local garden clubs and school gardens in an advisory capacity to advance an interest in horticulture—booklets on garden work will be distributed—an appropriation of \$100 was voted for the use of this committee.

President Waters demonstrated the latest methods of coloring cut flowers as applied so extensively to St. Patrick's Day requirements. "Tim" is

color combinations were shown during the evening. It developed that the March 17th green was the quickest color to show its effect, approximately 30 minutes being required.

The Joy Floral Company of Nashville, Tenn., sent a very fine exhibit of seedling carnations and A. Kirchner of Defiance, Ohio, furnished some blooms of his Pink Sport of Enchantress Supreme. Unfortunately both exhibits were overtaken by the blizzard while in transit and consequently same reached us in bad condition.

An invitation was extended to these parties to send another display for the next meeting.

Secretary Lautenschlager explained the new coal ordinance which was recently passed by the city council of Chicago. This ordinance was primarily drafted to regulate the resale of coal. Owing to the omission of the words "For Re-sale" all industries purchasing coal in carload lots would be required to take out a license of \$1500.

The Chicago Florists' Club and other Industrial Organizations entered a strenuous protest against this ordinance and it was requested that same be repealed or amended at once to exclude florists and all industries obliged to purchase coal in carload lots as consumers of same. From all indications this request will be carried out in the very near future, as the act will surely be declared unconstitutional as it stands at present.

Mr. Joseph Kohout, president of the Commercial Flower Growers of Chicago, now known as Local 1 of the National Association was scheduled to present a report in behalf of this organization. Owing to inability of Mr. Kohout to attend our meeting his report will be presented at the next meeting.

The next meeting of the Chicago Florists' Club will be held at the Randolph Hotel, Thursday, April 8th, at 8 p. m.

F. LAUTENSCHLAGER, Secy.

GENERAL NOTES.

Elmer E. Blood, a well known florist of Brockton, Mass., recently passed away. He was born in East Pepperill, June 27, 1876. He was in the flower business for 20 years, and his place on Grove street was a prominent establishment.

For Sale

250 Strong Feverfew Plants in 3-in.
pots \$10.00 a hundred

W. D. HOWARD, Milford, Mass.



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Roses, Carnations, Callas, Sweet Peas, Plumosa, Strings and Bunches, Adiantum, and a full line of all other Greens.

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CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES and all Seasonable Varieties of Cut Flowers

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10,000....\$2.50 50,000....\$11.00 Sample free.

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CONSTRUCTIVE OR DESTRUCTIVE?

In all branches of industry there are usually two classes of men who belong either to the constructive or the destructive class and invariably you can judge them by their mode of action. There are many who by reason of their sentimental and moral consciousness feel they are a part of life's work and are ever ready to lend a helping hand for a cause that is beneficial to others, and therein get their greatest pleasure.

On the other hand, there is the type of being who by his indifference and selfishness has no time to interest himself in anything that is not for his personal gain. Yet he manages to get along for a time until he begins to reason with himself and finds out that by straightforwardness and earnestness he can accomplish much for others and at the same time result in bigger things for himself. This in a nutshell is the answer to many men in our line who have endeavored to show a constructive nature by tying up with the doings of the S. A. F. and the constituent bodies; the most active of these being the F. T. D.

Every now and then we hear of a man complaining that he derives no benefits and why should he devote time and energy to such a cause and the Rotarians slogan might well apply here, "He profits most who serves best;" it's an ideal that is worth living up to and by practicing this motto he will gain the three essentials for happiness—health, honor and harmony.

Run up and down the lists of men who are doing things and see if they possess these accomplishments and then ask yourself. Am I among this group? And, if not, why not.

One of the first steps worth taking would be to join the S. A. F. then the F. T. D. and the third step—your contribution to the National Publicity Fund, which is doing a big service to the trade generally where progress is the password and constructive action is the net result of which you become a part, then will you be a party to the best effort the S. A. F. ever fostered.

Elbert Hubbard, wisely said, "If you don't love your job, don't worry about it; some one else will soon have it."

Here is an opportunity that is bound to help, and yet —

Well, the answer is. Will you send your check?

That tells the story.

Have you faith in your business?

Of course you have. On with the work.

HENRY PENN,

Chairman National Publicity Campaign.

H. E. FROMENT

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Choice Cut Flowers

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Telephones: 2200, 2201, Madison Square.

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Fresh Cut Decorative Evergreens
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Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

THE BOILER OF Unequalled Fuel Economy

Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
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No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 466 W. Erie St.
CHICAGO

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1919.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

Little Talks on Advertising

It seems to me that the Heepe Company of Akron, Ohio, has about the right idea in its methods of reaching the public with its floral offerings. I like the way in which they feature one thing at a time, bringing it to the attention of their readers in bold, strong type. Before me I have a copy of this advertisement as it appeared in the Akron Journal on Friday, February 20. This ad. is two columns wide, surrounded by an attractive drawn border and reads as follows:

SPECIAL SALE OF SPRING FLOWERS DAFFODILS \$2.00 per dozen

From now on flowers will be plentiful owing to the increased sunshine and daylight, and consequently lower prices will prevail.

THE HEEPE COMPANY
37 South Main St.,
Metropolitan Building

It is safe to say that this advertisement brought a big demand for daffodils. The inference to be drawn from the advertisement was, of course, that these daffodils were a bargain at two dollars a dozen and whether they were or not the ad. would greatly increase the sales. The suggestion that flowers will be cheaper from now on is enough to awaken a responsive note in the thought of buyers and influence them to purchase more freely. Incidentally florists evidently are beginning to feel that the peak of the high prices has been reached and that it is necessary to lead the public to expect a gradual drop. The Heepe Company is following very much the kind of suggestion which HORTICULTURE has been putting out in this department. The making of a Saturday special is a case in point. Certainly there is no reason why florists as well as candy makers or fruit stores should not advertise special sales. This is a perfectly legitimate and a business paying plan.

Truth to tell florists have yet much to learn about up-to-date methods of retail advertising.

The Knoble Brothers, of Cleveland, Ohio, are consistent advertisers and realize the value of large space. Their advertisements are put out in almost exactly the same way as that followed by department stores and other retail establishments. "Say it with flowers" is featured in large type at the top of their ads. And other points are brought out one by one on consecutive days. A recent advertisement reads in part as follows:

"If ever you were sick and received a few flowers conveying the thought of a friend, then you understand what it means to 'say it with flowers' for the sick. And to express such thoughtfulness nothing exceeds the appropriateness of flowers. So we count among our specialties numerous flower arrangements that interest the convalescent with their delightful freshness and color.

"Remember it's what you send not the amount that counts. Here is a list of appropriate suggestions:"

The ad. then goes on to give a list of different plants, such as daffodils, tulips, primroses and cinerarias, with

the prices of each. In a box at the bottom of the advertisement is this statement:

"Through 1,500 associates we can telegraph your thoughts to sick friends in distant cities."

It will be seen that one salient feature runs all the way through this advertisement, namely the desirability of expressing sympathy and friendship for shut-ins by the use of flowers. We believe that this is an important point in good advertising and that the Knoble Brothers are winning business for themselves by their practice of quoting prices in large figures.

The American Greenhouse Manufacturing Co. has opened an office at Seattle, Wash.

Mr. D. D. P. Roy has become superintendent of Villa Velie at Moline, Ill., the estate of W. L. Velie, the automobile manufacturer.

The American Greenhouse Manufacturing Co., of Chicago, has been given an order for six steel-frame greenhouses to be constructed for the Joy Floral Co., at Nashville, Tenn. Each house will be 36 x 500 feet.

DREER'S "Riverton Special" Plant Tube



No.	Diam.	Ea.	Doz.	100
10	20 in.	\$4.50	\$49.50	\$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.90	21.50	170.00
50	12 in.	1.30	15.00	115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.



CYPRESS GREENHOUSE STOCK

PECKY CYPRESS STOCK
HOT BED SASH

Ask for Circular D and Prices

THE A. T. STEARNS LUMBER COMPANY
NEPONSET, BOSTON

MASTICA

For Greenhouse
Glazing

USE IT NOW

F. O. PIERCE CO.

12 W. BROADWAY
NEW YORK



Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty. Last longer than putty. Easy to apply.

USE WIZARD BRAND

CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' Standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House Order, or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
34 Union Stock Yard, Chicago

PATENTS

Trademarks
and Copyrights

Difficult and rejected cases specially solicited. No misleading inducements made to secure business. Over 30 years' active practice. Experienced personal, conscientious service. Write for terms.

Address
SIGGERS & SIGGERS
Patent Lawyers
Box 9, National Union Building
Washington, D. C.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free from Bubbles
Uniform in Thickness

PAINTS and PUTTY

Greenhouse White (Semi-Paste) The Paint Particular Florists Prefer

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
251 Elm Street BUFFALO, N. Y.

CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

BULBS
C. KEUR & SONS, HILLEGOM, Holland.
Bulbs of all descriptions. Write for prices.
NEW YORK BRANCH, 32 Broadway

CANNAS
For the best Up-to-Date Cannas, get new price list. **THE CONARD & JONES CO.**, West Grove, Pa.

CARNATION STAPLES
Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 post-paid. **I. L. PILLSBURY**, Galesburg, Ill.

CHRYSANTHEMUMS
Pompons, rooted cuttings form strong, healthy stock; Buckingham, Baby Yellow, Diana, Golden Harvest and Golden Climax, \$3.00 per 100, \$25.00 per 1,000. Cash with order, please. **J. K. CHANDLER & SONS**, Tewksbury, Mass.

THE BEST
In Novelties and Standard Kinds.
Catalogue on Application.
ELMER D. SMITH & CO.
Adrian, Mich.

DAHLIAS
Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. **JOHN P. ROONEY**, New Bedford, Mass.

DAHLIA SEED from my original giant single dahlias. Gorgeous mixed colors. Price to the trade, \$1.00 per oz.
GEO. L. STILLMAN, Dahlia Specialist,
Box H-20, Westerly, R. I.
Get my Catalogue.

Dahlias a specialty, new creations and old friends. List ready. **WARREN E. SOOY**, Hammon, N. J.

Dahlia Bulbs For Sale. The new decorative Dahlia Robert A. Fletcher, also the best American and imported. Send for catalog. Special 15 for \$1.00. **W. F. BROWN**, 46 Palmer St., Norwich, Conn.

New Peony Dahlia—John Wanamaker. Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to **PEACOCK DAHLIA FARMS**, Berlin, N. J.

GLADIOLUS
GLADIOLUS PLANTING STOCK

	1 1/2 in. and under	1 1/2 to 2 in.
America	\$7.00	\$9.00
Blue Hybrids	7.00	9.00
Empress of India	10.00	15.00
Halley	6.00	9.00
Mrs. Francis King	7.00	9.00
Panama	10.00	15.00
Princes	8.00	12.00
Schwaben	14.00	20.00
War	18.00	25.00
Willy Wigman	10.00	15.00

10% discount on all orders for 10,000 or more of a variety. Cash please.
W. P. LONG, WEST GROVE, PA.

GOLD FISH
Gold fish, aquarium plants, snails, castles, globes, aquarium, fish goods, nets, etc., wholesale. **FRANKLIN BARRETT**, Breeder, 4815 D. St., Olney, Philadelphia, Pa. Large breeding pairs for sale. Send for price list.

LABELS
Wood labels for nurserymen and florists. **THE BENJAMIN CHASE CO.**, Derry Village, N. H.

ORCHIDS
HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas and Laello-Cattleyas our specialty. One trial order solicited.

PEONIES
Peonies. The world's greatest collection, 1200 sorts. Send for list. **C. BETSCHER**, Canal Dover, O.

SPHAGNUM MOSS
Live Sphagnum Moss, orchid peat and orchid baskets always on hand. **LAGER & HURRELL**, Summit, N. J.

WIRE WORK
WILLIAM E. HEILSCHER'S WIRE WORKS, 264 Randolph St., Detroit, Mich.

WANTED

One foreman. Two men for general greenhouse work.
Everett Cummings, Woburn, Mass.

WANTED: A experienced plant grower to work under foreman. State wages expected age and experience. **Thomas Roland**, Nahant, Mass.

PEONIES WANTED
Plants of the Peony **SAMOSSET** (Hollis), for spring delivery. Also copy of the proceedings of the Mass. Horticultural Society for 1904.
E. P. WHEELER, Rockland, Mass.

Just Out

The Nursery Manual

By **L. H. Bailey**

An indispensable book for every nurseryman. Complete directions for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of **HORTICULTURE** upon receipt of price, \$2.50.

Horticultural Books

For Sale by
HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual. Elmer D. Smith	\$0.50
The Chrysanthemum. Herring-ton	.50
Commercial Carnation Culture. Dick	1.50
Commercial Rose Culture. Holmes	1.50
Violet Culture. Galloway	1.50
Greenhouse Construction. Taft	1.50
Sweet Peas up to Date. Kerr	1.50
Plant Propagation. Greenhouse and Nursery Practice. Kains	2.00
Plant Pruning. Kains	2.00
Book of Garden Plans. Hamblin	2.00
Landscape Design. Hubbard	6.00
The Art of Outdoor Rose Growing. Thomas	6.00
The Home Vegetable Garden. Kruhm	1.00
Vegetable Gardening. R. L. Watts	1.75
Parsons on The Rose	1.00
Principles of Floriculture. E. A. White	1.75
Foundations of American Grape Culture. Munson	2.00
Plant Materials of Decorative Gardening. Trelease	1.00
Aristocrats of the Garden. Wilson	5.00
Bailey's Cyclopedia of Horticulture, 6 volumes	30.00

SULCO-V.B.
A SULPHUR-FISH OIL-CARBOLIC COMPOUND

The Master Spray of the 20th Century

FOR THE CONTROL OF

THE SAN JOSE, OYSTER SHELL and other
SCALE INSECTS. GREEN, ROSEY and
WOOLEY APHIS—Known as Plant Lice.
PEAR PSYLLA, CELERY, ONION and ROSE
THRIPS—Known as Plant Fleas. And the
FUNGUS SPORES DEVELOPING the BROWN
or RIPE ROT of the PEACH, PLUM and
other STONE FRUITS. PEACH LEAF CURL.
APPLE and PEAR CANCKER and SCAB.
And many other species of FUNGI SPORES.

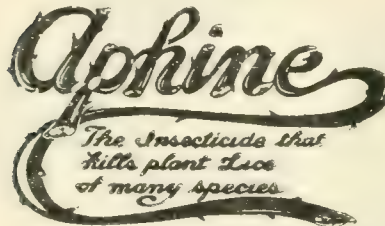
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SULCO-V.B.
A combined contact insecticide and fungi-
cide of known reliability

Simple, Sure and Safe — Right in Principle and Price
From your dealer or direct—go to your dealer first

Address **COOK & SWAN CO. Inc.**
148 Front Street
NEW YORK CITY

141 Milk Street
BOSTON, MASS.
Geo. H. Frazier, Mgr.



The Recognized Standard Insecticide.
A spray remedy for green, black, white fly,
thrips and soft scale.

FUNGINE

For mildew, rust and other blights affect-
ing flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other
worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

SOLD BY DEALERS

Aphine Manufacturing Co.

MADISON, N. J.

**Dreer's Peerless
Glazing Points**
For Greenhouses

Drive easy and true, because
both bevels are on the same
side. Can't twist and break
the glass in driving. Galvan-
ized and will not rust. No
rights or lefts.
The Peerless Glazing Point
is patented. No others like
it. Order from your dealer
or direct from us.

1000, 99c. postpaid.
Samples free.
HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

FULL
SIZE
No. 2



Save your plants and trees. Just the
thing for greenhouse and outdoor use.
Destroys Mealy Bug, Brown and White
Scale, Thrips, Red Spider, Black and
Green Fly, Mites, Aunts, etc., without
injury to plants and without odor.
Used according to directions, our stand-
ard Insecticide will prevent ravages on
your crops by insects.

Non-poisonous and harmless to user
and plant. Leading Seedsmen and
Florists have used it with wonderful
results.

Destroys Lice in Poultry Houses,
Fleas on Dogs and all Domestic Pets.
Excellent as a wash for dogs and other
animals. Relieves mange. Dilute with
water 30 to 50 parts.
1/4 Pint, 30c.; Pint, 50c.; Quart, 90c.;
1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gal-
lon Can, \$10.90; 10 Gallon Can, \$20.00.
Direction on package.

LEMON OIL COMPANY

Dept. S. 420 W. Lexington St., Baltimore, Md.

CAMBRIDGE

NEW YORK



World's Oldest and Largest
Manufacturers of

FLOWER POTS

WHY?

A. H. HEWS & CO., INC.

Cambridge, Mass.

When writing to advertisers kindly
mention **HORTICULTURE**

BULBS AND ROOTS

FOR IMMEDIATE SHIPMENT

T. R. BEGONIA BULBS

Per 1000

Single mixed 3/4-1 in. diam. \$90

Single in following separate colors:

Scarlet, Pink, Crimson, 3/4-1 in.
diam. \$95

LILIUM GIGANTEUM

F. O. B. New York

Size	Per Case	Per Case
7-9	300	\$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50
11-12	130	47.50

F. O. B. Denver

6-8	400	\$42.00
7-9	300	49.50
8-10	250	47.50
9-10	200	50.00

F. O. B. Chicago

7-9	300	\$49.50
10-11	150	49.50

F. O. B. London (Ont.)

7-9	300	\$49.50
8-10	250	47.50
9-10	200	50.00
10-11	150	49.50

BAMBOO STAKES

	Per Bale	Per Bale
Natural, 2 ft.	4,000	\$16.00
" 5 ft.	3,000	28.50
" 6 ft.	2,500	27.50
Green, 3 1/2 ft.	2,500	24.00
" 4 ft.	2,500	28.00

TERMS: 60 days net, 2% cash 10
days from invoice date, cash with
order unless your credit is established
with us.

Write for prices on HARDY LILY
BULBS, DRACAENA CANES, PALM
SEEDS, RAFFIA, BAMBOO CANES,
Etc.

Established 1902. "RELIABILITY" is
our motto. We occupy our own build-
ing, a city block through, and give
prompt, efficient, courteous service.

McHUTCHISON & CO.

95 CHAMBERS STREET NEW YORK

HORTICULTURE

Vol. XXXI

MARCH 20, 1920

No. 12

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



GARDENIAS

Of really wonderful quality, good long stems and perfect flowers.

\$3.00, \$4.00, \$5.00 per doz.

PUSSY WILLOW — 25c.

50c., 75c., \$1.00 per doz.

sprays.
CALENDULA, Orange and Yellow, \$2.00, \$3.00, \$4.00 per 100, splendid quality.
SWEET PEAS, \$1.00, \$2.00, \$3.00 per 100, exceptionally choice long stems at \$3.00.
BEAUTIES are coming in better both as to quality and quantity, really the first we have had in quantity. The specials are unusually good.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.
BUSINESS HOURS: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK 117 W. 28th St. **PHILADELPHIA** 1608-1620 Ludlow St. **BALTIMORE** Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

FERNS

THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots, \$3.00 per dozen, \$20.00 per 100
Strong plants, 3½-inch pots, 7.50 per dozen, 50.00 per 100
Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50

NEPHROLEPIS:		Each
Elegantissima, elegantissima compacta, 3½-inch		\$0.35
Elegantissima and elegantissima compacta, 6-inch		.75
Muscosa, 5-inch		.75
Elegantissima and elegantissima compacta, 8-inch		2.00
Elegantissima and elegantissima compacta, 10-inch		4.00
Harrisli, 8-inch		3.00
Dwarf, Boston, 8-inch		2.00
If plants are shipped in pots, 10% additional.		

F. R. PIERSON, Tarrytown, N. Y.

FERNS

We have on hand for immediate shipment a splendid lot of **Pot Grown Ferns**. All extra good value for the money. Shipped without pots.

	Size	Doz.	100	1000
Bostons	1-in.	\$3.00	\$20.00	\$190.00
	5-in.	4.50	35.00	325.00
	8-in.	\$2.50 each		
Scottii	4-in.	3.00	20.00	190.00
	5-in.	4.50	35.00	
Cordetta Compacta	6-in.	4.80	50.00	
Cyrtomium Holly Ferns	4-in.	3.00	20.00	

CANNAS

Three Inch Pot Plants Ready for Immediate Shipment.

King Humbert	\$6.50 per 100
Mrs. A. Conrad	6.50 per 100
Rosea Gigantea	6.50 per 100
Fire Bird	6.50 per 100

Other Standard Varieties as listed in our catalogues at \$5.00 per 100.

ALTERNANTHERAS; ALYSSUM, Double Giant and Dwarf;
BEGONIAS; LOBELIA, Crystal Palace Gem; **HARDY ENGLISH IVY; LANTANAS**, assorted; **HELIOTROPE; MOONVINES; VINCA**, Variegated, 2-inch, \$2.75 per 100, \$25.00 per 1000.

Send for Catalogue Cash With Orders

R. Vincent, Jr., & Sons Co.
WHITE MARSH, MARYLAND

Henry H. Barrows FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY CHRYSANTHEMUMS MADISON, N. J.

Nephrolepis Norwood Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE, PENN., U.S.A.

Robert Egle, Pres. Antoine Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

HILL'S EVERGREENS

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied
Price list now ready

The D. Hill Nursery Co.

Evergreen Specialists. Largest Growers
in America
BOX 415, DUNDEE, ILL.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

Burpee's Seeds PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

GARDENING FOR WOMEN

Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2—August 28
Write for Circular

SCHOOL OF HORTICULTURE

Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN

There has been a good demand for the new Easter and Mother's day newspaper electrotypes illustrated in the January issue of the Journal of the S. A. F. and O. H. and their use will link up well with the advertisements for these days appearing in the magazines. The electros are so designed that a business card or other matter can be added to them by the newspaper compositors without injuring the general effect. Florists who have not availed themselves of the various electrotype offers of the Promotion Bureau should send in their orders to the secretary without delay. as on April 1 electrotype foundries all over the country will adopt a new scale of prices, due to the high rate of wages they are now called upon to pay, and these prices will be in the neighborhood of one hundred per cent advance on the prices we are now receiving, as we are running upon a contract placed long ago, and which has permitted of our prices remaining unchanged despite the fact that the foundry quotations have naturally advanced within the past year.

Florists are also reminded that our Series No. 2 lantern slides contains one for Easter. All who use the moving picture houses for their local advertising should have this series. Series No. 1 contains a slide for Mother's Day. All slides are in colors, and there is room on each for a three line imprint, which we furnish.

With the winter practically over, little difficulty is experienced now in the installation of billboard signs. Orders for several of these signs have been received of late and shipments are made from the factory as fast as orders are received. Hundreds of florists have locations upon their own establishments which would suit a billboard installation admirably, and the cost of such a sign, \$50, should not stand in the way of an installation. The slogan "Say it with Flowers" exerts a tremendous power, and used in this form is of great advantage to the Publicity Campaign.

We are still waiting to hear from those florists who have not yet subscribed to the Campaign Fund. Their apathy is hard to understand. Here is a movement destined to put money in their pockets—it is doing it already—yet they are not supporting it. It is no lottery, it is an investment

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

Send For Our Catalogue.

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

THE HOUSE OF KELWAY

Has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

GIGANTEUM & HARDY LILLIES GLADIOLUS CANNAS AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

BOBBINK & ATKINS NURSERYMEN, FLORISTS, PLANTERS RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

ORCHIDS

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL, Summit, N. J.

pure and simple, and good returns must surely result. As one of our enthusiasts recently said: "Through this campaign the florists are doing what they should have done years ago, what other producers have been doing and are still doing—advertising their products. Some concerns are adver-

ALEXANDER'S DAHLIAS

For Florists and Seedsmen

If you are looking for something good for your florists' business, try my New Cut-Flower Varieties offered below. I highly recommend them:

MAUDE ADAMS (New Show Dahlia). A pure snowy white very daintily overlaid and suffused the sweetest shade of rose-pink imaginable. It is the best of my introductions for florists' use, and a variety I can highly recommend. "Maude Adams" is the most prolific Dahlia of its color. It has good stems and is an early Dahlia to blossom, continuing throughout the entire season. It has the necessary features that make it stand shipping well, and makes up good in all kinds of work. Strong divisions. \$3.50 per dozen, \$20.00 per 100.

HORTULANUS FIET (Giant Decorative Dahlia). Beautiful salmon-pink with a slight blending of yellow. Good divisions. \$15.00 per 100, \$2.00 per dozen.

MADONNA (New Peony-Flowered Dahlia). A very beautiful white, very slightly tinted with a most delicate shade of lavender-pink. The form of the flower is original, each petal curling and twisting in a very pleasing manner. An excellent cut-flower variety. Strong divisions. \$1.50 per dozen, \$10.00 per 100.

MINA BURGLE (Decorative Dahlia). The finest scarlet cut-flower Dahlia to my knowledge. Flowers of large size, on long, wiry stems, well above the foliage. Good divisions. \$1.50 per dozen, \$10.00 per 100.

FRANK A. WALKER (New Decorative Dahlia). A charming shade of lavender pink, with long stiff stems, making it first class as a cut-flower Dahlia. An exceptionally early bloomer. Good divisions. \$3.50 per dozen, \$25.00 per 100.

MRS. WARNAAR (Peony-Cactus Dahlia). Gigantic flowers of creamy white, suffused a delicate shade of pink. An early continuous bloomer. Stems from eighteen to thirty-six inches long. Good divisions. \$5.00 per dozen, \$35.00 per 100.

If you are interested in Cut-Flower Varieties, I will recommend to you the best varieties in the colors you want, and give you the benefit of my twenty-five years' experience as a Dahlia Specialist.

MY TRADE LIST OF 1920 gives complete descriptions and prices of Over 300 of the Most Up-to-Date Dahlias in the World, and is mailed free. Write for it now.



J. K. ALEXANDER, The Dahlia King

The Largest Dahlia Grower in the World

East Bridgewater, Massachusetts

Boston Floral Supply & Snyder Company

15 Otis Street }
96 Arch Street } Office Salesrooms.

BOSTON, MASS.

PHONES { Main 2574
Fort Hill 1083
" " 1084
" " 1085

PASS US YOUR EASTER ORDER

We are prepared to serve you more than ever before with your Easter wants. We handle the output of the best growers. This fact combined with the further fact that our profits are very modest should lead you to give us a trial.

Now is also the time to pass us your orders for Memorial Day goods such as Wax Roses, Carnations, Sweet Peas, Easter and Calla Lilies, Decorated Magnolia Wreaths, Sprays, Wax Designs, Etc., Etc.

MANILA BOXES

Cut Flower Boxes		Wreath Boxes	
Size	Per 100	Size	Per 100
18-5-3 1/2	\$3.75	16-16-5	\$10.25
21-5-3 1/2	1.50	16-16-7	11.75
24-5-3 1/2	5.25	18-18-6	12.25
28-5-3 1/2	6.75	18-18-8	13.75
21-8-5	7.00	20-20-6	14.00
30-5-3 1/2	7.00	20-20-9	16.50
24-8-5	7.50	22-22-6	16.50
28-8-5	8.00	22-22-8	19.00
		Bouquet Boxes	
30-8-5	8.50	19-9-8	11.50
		Violet Boxes	
36-8-5	11.75	8-5-4	4.00
30-12-6	13.50	9 1/2-6-5	5.25
36-12-6	15.50	10-7-6	6.25
36-14-6	16.50	12-8-7	7.75

Printing free on lots of 500 or more. In smaller quantities \$1.25 extra. Gold Ink, \$2.50. These boxes are the result of long experience. Why not take advantage of both quality and price?

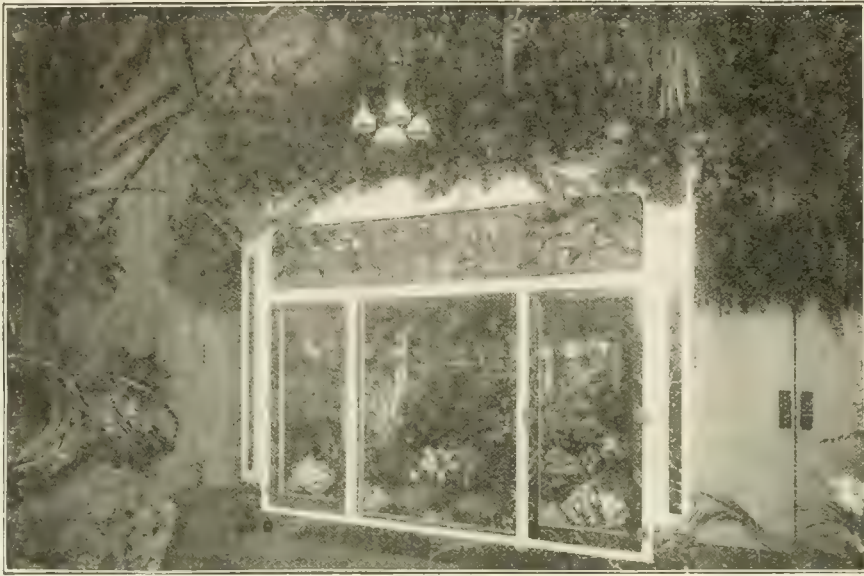
WAX FLOWERS

Wax Roses, Pink, White, Golden Gate, Yellow.		Per 100
Medium size		\$2.50
Large size		3.50
Crape Roses, Pink, White, Golden Gate or Russell.		2.50
Carnations, Pink, White, Golden Gate. Large size.		2.50
Sweet Peas, Pink, White, Lavender. Very beautiful.		Per 1000, \$5.50
Calla Lilies		4.00
EASTER LILIES		4.50
Special Easter Lilies, with Foliage. You could not distinguish these from the natural Lilies.		12.00

CYCAS LEAVES

Size	Per 100	Size	Per 100
8-12	\$3.25	32-36	\$9.50
12-16	4.00	36-40	11.50
16-20	5.00	40-44	13.25
28-32	8.50	44-48	15.00

We preserve our own Cycas Leaves right in our own factory. They are pliable, handsome color and will not mould.



EASTER ORDERS

For Kansas City

AND ALL POINTS WITHIN
REASONABLE DISTANCE

**Florist' Telegraph Delivery
Service**

PROMPT AND RELIABLE

SAMUEL MURRAY

1017 Grand Avenue - - - - - Kansas City, Mo.

tising for a market for their products even before they build their establishments to manufacture them. The florists have the goods and their market should be on a par with their production."

NEW SUBSCRIPTIONS.

W. W. Anderson, Chicago, Ill.....	\$10.00
D. C. Horgan, Macon, Ga., 1 yr....	25.00
John Scott Est., Brooklyn, N. Y....	10.00
Woodlawn Gardens, Edwardsville, Ill.....	10.00
V. Bezdek, Grosse Point, Ill.....	10.00
Pierce Bros., Waltham, Mass.....	25.00
Sigmund Kahn, Bulls Head St., New York, 1 yr.....	10.00
Edw. Blamens, Niles Centre, Ill., 1 yr.....	10.00
Haentze Floral Co., Fond du Lac, Wis., 1 yr.....	5.00
Fred H. Lemon & Co., Richmond, Ind., 1 yr.....	5.00
Goodbrad Floral Co., Mobile, Ala., 1 yr.....	10.00
Espelin Floral Co., Fort Collins, Col., 2 yrs.....	5.00
Frey & Frey, Lincoln, Neb., 1 yr....	50.00
A. R. King, Winnepeg, Man., 2 yrs...	10.00
Knull Floral Co., Tampa, Fla., 1 yr...	5.00
Alfred Burton, Phila., Pa., 1 yr....	100.00
James Psenica, Grosse Point, Ill., 1 yr.....	25.00
The Heepe Co., Akron, O., 2 yrs....	10.00
Springfield Flor. Co., Springfield, N. J.....	10.00
E. R. Fauch, Marquette, Mich.....	2.50
William Geenan, Kemberly, Wis....	10.00
Corp. Chas. F. Meyer, N. Y. C., Add'l.....	100.00
E. E. Brown, Ashville, N. C., 2 yrs...	5.00
John Scott, Huntsville, Ala., 2 yrs...	10.00
Morgan Floral Co., Fort Morgan, Col., 2 yrs.....	5.00
Fred K. Hoffmann, Pawtucket, R. I.....	10.00
Floracraft Gdns., Moorestown, N. J.....	25.00
Sawyer & Johnson, Bethlehem, Pa.	5.00
Fred Rupp, Lawrence, Ind.....	3.00
Walter Armacost & Co., Los Angeles, Cal., 1 yr.....	25.00
The Posey Shop, Meadowville, Pa.	5.00
John E. Sten, Red Wing, Minn.....	5.00
Randall's Flower Shop, Worcester, Mass. Add'l.....	10.00
Winter Floral Co., Charleston, W. Va. Add'l.....	10.00
Hall's Greenhouse, Clyde, O. Add'l.....	5.00
Henry A. Berning, St. Louis, Mo., 1 yr.....	100.00
Sam Shelnuk, Baton Rouge, La. Add'l.....	5.00
Anders Rasmusson, New Albany, Ind., 2 yrs.....	50.00
Carroll The Florist, Houston, Tex., Add'l.....	10.00
Alexander Dallas, Inc., Waterbury, Conn., 2 yrs.....	25.00
Huddart Floral Co., Salt Lake City, Utah. Add'l.....	10.00
Henry Rudolph, Essex Falls, N. J.....	5.00
A. J. Meinfinger, Gloversville, N. Y....	1.50
J. H. Snyder, Rhinebeck, N. Y.....	5.00
W. H. Kuebler, Brooklyn, N. Y.....	15.00
Fretz Greenhouse, Pratt, Kansas.....	5.00
Daut Bros., Decatur, Ill., 2 yrs....	25.00
Wm. Dethlefs, Mitchell, S. Dak.....	15.00
J. M. Keller Co., Whitestone, La., 1 yr.....	100.00
Floral Art Studio, Oswego, N. Y....	15.00
Leopold Mallast, Mt. Clemens, Mich.....	10.00
Davis & Kishler, Ypsilanti, Mich....	5.00
Harry E. Saier, Canada.....	5.00
S. S. Pennock Co., Nashville, Tenn.....	100.00
Claude C. Tyler, Salem, Ohio.....	10.00
McIntyre Floral Co., Nashville, Tenn.....	25.00
Frederick Utter, Harrison, N. J.....	10.00
S. S. Pennock Co., Baltimore, Md....	100.00
E. Weinhoeber Co., Chicago, Ill. Add'l.....	25.00
Fifth Ave. Florist, Wilmington, No. Carolina.....	5.00
Platteville Floral Co., Platteville, Wis. Add'l.....	3.00
State Florist Association, Knoxville, Tenn., Add'l.....	50.00
Previously reported	\$1,315.00
Total	\$10,734.00

JOHN YOUNG, Secretary.

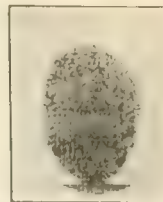
1170 Broadway, New York City.

IBOLIUM

THE NEW HYBRID

HARDY PRIVET

(L. Ibota x Ovalfolium)

Ibolium Privet
Natural HabitIbolium Privet
When Trimmed

Now sent out for the first time. Inquire for further information. One year field grown plants; \$5.00 each; Summer rooted, frame grown, \$3.00 each; Plants in storage for immediate shipment. The Elm City Nursery Co., WOODMONT NURSERIES, INC., New Haven, Conn. Introducers of BOX-BARBERRY, well rooted summer frame cuttings—\$65.00 per 1000.

We are Headquarters for the BEST OF EVERYTHING
IN

VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties

Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue

CARTERS TESTED SEEDS, Inc. 166 Chamber of Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed

Send to the BAY STATE NURSERIES

Wholesale and Retail

NORTH ABINGTON, MASS.

New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00. Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.



SEEDS AND BULBS

Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

When writing to Advertisers kindly mention Horticulture

SEASONABLE OFFERINGS

GLADIOLUS BULBS

America, Augusta, Halley, Mrs.	1000
Francis King	\$35.00
Mrs. Watt, Chicago White, Peace	45.00
Brenchleyensis, Fire King	30.00
Mrs. Frank Pendleton, Niagara	50.00
Baron Hulot	60.00
Panama	60.00
Schwaben	70.00

FOR PROFIT BUY PRIMULINUS HYBRIDS. WE HAVE THEM IN QUANTITY AND OF BEST SELECTION

Don't forget **PRIMULINUS HYBRIDS** average two to three blooms per bulb and are quick sellers in the market.

Fancy	\$30.00 per 1000
Regular	\$20.00 per 1000

MISCELLANEOUS

AGERATUM, Stella Gurney, R. C., at \$1.50 per 100, \$12.00 per 1000.

ASPARAGUS Plumosus and Sprengeri. Seedlings, \$1.25 per 100, \$10.00 per 1000; fine 2¼-in. pots, \$5.00 per 100, \$45.00 per 1000; fine, 3-in. pots, \$10.00 per 100, \$95.00 per 1000.

ONIERARIA Hybrida. Half dwarf, 2½-in., at \$7.00 per 100, \$65 per 1000; 3-in., \$12.00 per 100.

COLEUS, Rooted Cuttings. All the standard and fancy varieties, such as Verschaffeltii, Golden Bedder, Queen Victoria, Fire Brand, Beckwith Gem, Yellow Trailing Queen, at \$12.00 per 1000; Brilliant, Salvator and Pink Trailing Queen, at \$20.00 per 1000. Any varieties of fancy **COLEUS** that you want tell us. Our growers can supply anything that is good.

CYCLAMEN SEEDLINGS. Three leaves, assorted varieties of a high-grade strain, \$8.00 per 100, \$75.00 per 1000; separate varieties, \$10.00 per 100; 2¼-in. pots, \$12.00 per 100; 2¼-in. pots, selected, \$15.00 per 100.

FUCHSIA, Rooted Cuttings. Mixed, best varieties, \$2.50 per 100, \$20.00 per 1000.

GODFREY CALLAS. 3-in., \$10.00 per 100.

FEENS, Boston and Whitmani, 2½-in. pot-grown, \$7.00 per 100, \$65.00 per 1000.

BENCH BOSTON and **VERONA**. Ready for 4½-in. and 5-in. pots, \$25.00 per 100.

LATANIA Borbonica. 3-in. fine stock, \$12.50 per 100.

DOUBLE or SINGLE PETUNIAS. Rooted Cuttings at \$2.50 per 100, \$20.00 per 1000. Our stock of **Double PETUNIAS** comprises ten colors, all distinct, also an A1 variety of **Single Mixed**, as well as **Rosy Morn**, separate.

PRIMULA Obconica. 3-in., at \$10 per 100.

NEW ROSES

Frank W. Dunlop and **Madame Butterfly**. Own Root: \$35.00 per 100, \$82.50 per 250, \$150.00 per 500, \$300.00 per 1000, \$725.00 per 2500. Grafted: \$42.50 per 100, \$101.25 per 250, \$187.50 per 500, \$375.00 per 1000, \$912.50 per 2500. From 2½-in. pots. **Premier**. Own root, 2¼ in., \$20.00 per 100, \$175 per 1000. **Ophelia**, \$15.00 per 100, \$120.00 per 1000.

BONNAFFON SOIL CUTTINGS

Immediate Shipment

If you want to change or improve your strain, get some of these now. you can work up a fine lot of stock and this is from a particularly healthy strain, no midge and no blind plants, well rooted stocky cuttings at \$16.00 per 1000.

HARDY LILIES

Album, **Auratum**, **Magnificum**, \$9-200 to the case, 9/11-125 to the case, at \$30.00 per case.

CHRYSANTHEMUM CUTTINGS.

Barbara Davis, **White** and **Golden Chadwick**, **Chadwick Supreme**, **Golden Mistletoe**, **Indian Summer**, **Yellow** and **White Turner**. Rooted cuttings, \$5.00 per 100, \$40.00 per 1000. From 2¼-in. pots, \$7.00 per 100, \$55.00 per 1000.

Where packing

NEW POMPONS.

Becky McLane.—Thanksgiving Bronze.

Christmas Gold.—Golden-yellow button for Dec. 1st and later.

Cometa.—Dark rose, shaded magenta.

November Pearl.—A new November flowering daybreak pink.

Ouray.—Best early bronze.

Uvalde.—A large pure white, maturing Oct. 10th.

Vasco.—Golden-yellow, flowering Oct. 15th and one of the very best for sprays.

White Gem.—Pure white button, very free and ready for cuttings Nov. 15th.

All the above, rooted cuttings, \$8.00 per 100; 2¼-in. pots, \$10.00 per 100.

CARNATION CUTTINGS

In the sand, well rooted, ready to go out the day your order comes in. **2000 Beacon**, \$8.00 per 100, \$50.00 per 1000. **5000 Matchless**, \$5.00 per 100, \$40.00 per 1000.

CANNAS

Sound 2-3 eye roots.

All varieties green foliage unless otherwise noted.

	100	1000
King Humbert , bronze foliage, orange red	\$7.00	\$60.00
Yellow King Humbert , yellow, spotted red	3.50	30.00
Goldbird , buttercup yellow	5.00	45.00
Firebird , large fire red	8.00	75.00
Petof , best white	6.00	50.00
Meteor , deep crimson	3.50	30.00
Orange Bedder , orange with scarlet markings	3.50	30.00
Panama , red with yellow edge	5.50	50.00
A. Bouvier , rich velvety crimson	3.50	32.00
Florence Vaughan , golden yellow, spotted red	4.00	35.00
Gladiator , large bright yellow, spotted crimson	3.50	32.50
Mme. Crozy , crimson-scarlet, yellow edge	4.00	35.00
Mrs. A. Conard , salmon pink	7.50	70.00
Richard Wallace , canary yellow	4.00	35.00
Rosea Gigantea , gigantic rose pink	7.50	70.00
Venus , soft rose pink, yellow border	4.00	35.00
David Harum , bronze foliage, bright vermilion	4.50	40.00
Egandale , bronze foliage, cherry red	4.00	35.00
Wyoming , bronze foliage, bright orange flowers	4.00	35.00
Robusta Grandiflora , bronze foliage, mammoth, heavy growing	5.00	40.00
Brandywine , bronze foliage dazzling red, spotted with crimson	3.50	30.00
Hungaria , favorite pink bedding variety	5.00	45.00
Winter's Colossal , largest flowered variety, brilliant scarlet	4.00	35.00

Caladium Esculentum 7/9...	\$10.00	\$90
9/11...	18.00	150
Tube Roses , Excelsior Pearl 4/6	\$5.00	\$45
Mammoth	6.50	60

FLORISTS' SEEDS

High Grade Stocks for the Commercial Florists' Use

ASPARAGUS PLUMOSUS NANUS —Mass, greenhouse grown:	
1,000 seeds	\$3.00
5,000 seeds	14.00
10,000 seeds	25.00
ASPARAGUS SPRENGERI :	
1,000 seeds	\$1.15
5,000 seeds	5.00
AGERATUM . Blue Dwarf Imperial, White Dwarf Imperial, Blue Dwarf Little Dorrit, tr. pkt., 25c.; ½ oz., 50c.; 1 oz., \$1.00. Little Blue Star, tr. pkt., 50c. Blue Perfection, tr. pkt., 30c.; ½ oz., 75c.; 1 oz., \$1.50.	

ALYSSUM. Little Dorritt, best dwarf variety for baskets and bedding, tr. pkt., 30c.; 1 oz., \$1.00. Little Gem, tr. pkt., 20c.; 1 oz., 50c.; ¼ lb., \$1.50. Saxatile Compactum (yellow), tr. pkt., 35c.; 1 oz., \$1.50.

ASTERS, ask for our List and Prices. New seed carefully selected of the best market varieties.

BEGONIA. Erfordal, Luminosa, Prima Donna, Semperflorens (white), tr. pkt., 50c.; oz., \$1.00. Vernon, tr. pkt., 20c.; oz., 50c.

CALENDULA. Orange King, greenhouse selected seed of a wonderful strain, ¼ oz., 50c.; oz., \$1.50. Lemon Queen, best light yellow, ¼ oz., 50c.; oz., \$1.50.

CANDYTUFT. Giant White Perfection, tr. pkt., 35c.; oz., \$1.00. Pure White Giant Hyacinth-flowered, ¼ oz., 25c.; oz., \$1.00; ¼ lb., \$1.50. Purple, light pink, rose pink or finest mixed, ¼ oz., 25c.; oz., 75c.

CENTAUREA IMPERIALIS. White, blue, rose pink and purple, tr. pkt., 25c.; oz., \$1.50. Candidissima, tr. pkt., 50c.; oz., \$2.50. Gymnocarpa, tr. pkt., 25c.; oz., \$1.00. Double, true deep blue (Bachelor's Button), tr. pkt., 50c.; oz., \$1.25.

COBEA SCANDENS. Purple and white, tr. pkt., 25c.; oz., 80c.

COSMOS. Special strain of New England selected seed. Mammoth, shell pink, Lady Lenox, pure white, Crimson, tr. pkt., 25c.; oz., 80c.

DELPHINIUM, Totty's selected Hybrids, a truly wonderful collection, ¼ oz., \$2.00; ½ oz., \$3.50; oz., \$6.00. Formosum, dark blue, Belladonna, turquoise blue, tr. pkt., 30c.; oz., \$1.00.

DRACAENA INDIVISA. ¼ oz., 25c.; oz., 75c.

GAILLARDIA (annual), tr. pkt., 20c.; oz., 75c.

LOBELIA, Crystal Palace Compacta (dark blue dwarf), tr. pkt., 35c.

LUPINUS (annual), blue, scarlet, yellow and blue, finest mixed, tr. pkt., 25c.; oz., 75c.

MARIGOLD. Little Brownie, dwarf, Quilled Orange, tall, ¼ oz., 25c.; oz., 75c.

PHLOX, Drummondii Grandiflora, pure white, scarlet, blood red, pink, yellow, tr. pkt., 30c.; ½ oz., \$1.00; oz., \$2.00.

SALPIGLOSSIS, valuable summer cut flower; violet, dark scarlet, purple, brown with gold, yellow, light blue with gold, finest mixed, tr. pkt., 50c.; ½ oz., \$1.00.

SALVIA. America, tr. pkt., 50c.; ¼ oz., 1.50; oz., \$5.00. Splendens, tr. pkt., 30c.; ½ oz., 80c. Bonfire (Clara Bedman), tr. pkt., 40c.; ½ oz., \$1.50. Zurich, tr. pkt., 75c.; ½ oz., \$2.00.

SCABIOSA. White, daybreak pink, yellow, red, King of the Blacks, violet, tr. pkt., 30c.; ½ oz., 75c.

SCHIZANTHUS, WISETONENSIS, shades of brown, tr. pkt., 50c.

SNAPDRAGON, greenhouse varieties: Keystone, Ramsburg's and Buxton's Silver Pink, tr. pkt., \$1.00. Nelrose, Phelps White and Yellow. Enchantress, tr. pkt., 50c. Half Dwarf Varieties, best for bedding and summer cut-flower purposes—white, golden yellow, rose pink, carmine, tr. pkt., 35c.; ½ oz., 60c.

STOCKS, large flowered Ten Weeks dwarf, blood red, rose, yellow, dark blue, white, mixed, tr. pkt., 50c.; ½ oz., \$2.00. Beauty of Nice, flesh pink, rose, white and lavender, tr. pkt., 75c.; ¼ oz., \$1.50; oz., \$5.00.

VERBENA, Boston Mammoth strain, blue, pink, scarlet, white and mixed, tr. pkt., 30c.; ¼ oz., 65c.; ½ oz., \$1.00.

L. J. REUTER CO.

Plant
Brokers

15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

HORTICULTURE

Vol. XXXI

MARCH 20, 1920

No. 12

THE TALK OF THE TRADE

I was much interested in what Geo. Watson said to me the other day and I think his remarks well worth passing on. So here they are:

"The artistic arrangement of flowers is a fine art. No amount of telling or trying will make an artist out of one, unless the gift be inborn. The great and only Battles had the gift when he began some thirty years ago to set the pace in Philadelphia, but it took the world a good while to realize it, and even now some of them do not know just what made him rich and famous. One of his favorite quotations in the olden days was. "You can't make a silk purse out of a sow's ear," and that is as true today as it was then. It's like music and poetry—so well defined by Alexander Pope:

—Music resembles poetry; in each
Are nameless graces which no
methods teach,
And which a master-hand alone
can reach.

Window dressing comes under the same heading. It isn't the place nor the materials. It's the artist. Where would Michell's retail following be today without a Philip Freud to put poetry into every business bid in store window or flower show. Philip may have been born with many other natural gifts, but the artistic sense and the ability to express it made him a marked man distinguished and valuable among men equally able in every other direction.

Continued adverse weather has been a source of considerable worry to Washington florists with the near advent of a comparatively early Easter. That city has escaped the terrific storms that spread over the north and west, but it has had its share of cloudy weather with a larger number of rain and snow storms than usual.

"The date is a little against us," said David G. Grillbortzer, of the Washington Floral Company, speaking of Easter coming on April 4. Mr. Grillbortzer is vice president of the American Carnation Society and a member of the executive committee of the Florists' Club of Washington, and has large holdings in Alexandria, Va.

"The delay in getting the Japanese bulbs to the United States set the

growers back a great deal," he continued. "They had to speed up production, but I feel confident that unless we have an unprecedented amount of adverse weather, most of the Washington growers will be right 'on crop.' The plants this year will be much better than during the past two years. Last year we had to depend on bulbs that had been kept in cold storage, it having been impossible to import any because of the embargo against the use of shipping space for that purpose. In Alexandria we have between 5,000 and 6,000 pots bearing from three to fifteen flowers each.

"Hydrangea plants are looking excellent. We will have about 1,500 pots. The wholesale price in this market will probably be about \$3 up. It is impossible at this time to predict the price of carnations. I believe that there will be enough to go around, but orders should be placed early to secure a choice of stock."

Orchids have sold well during the past season. It is true that at the present time prices are practically normal, but midwinter when the flowers were in great demand, the prices obtained were far ahead of those ever before known. In New York about Christmas time it was not unusual for choice flowers to bring five dollars at wholesale. Altogether the commercial growers of orchids have had a good season, and unless conditions become unexpectedly bad returns from orchid growing should continue good.

It seems rather strange to find more than a page of solidly set advertisements in an English garden paper, placed by gardeners and helpers who want positions. The situation in England must be very different from what it is in this country, where gardeners and garden help of all kinds is very hard to obtain. It is true that higher wages are being paid across the water than ever before, but regardless of that fact, the gardeners as a class seem



This is a photograph made by E. H. Wilson of Azuma-Kagami. It is the original pink Kurume Azalea, and is over one hundred years old. See Page 237.

loyal to their profession. It is a question if there will be any trained gardeners in America after a few years unless apprentices appear in larger numbers than at present. And with this unceasing scramble for the almighty dollar, an apprentice's wages do not seem very attractive.

The board of relief of the town of Greenwell, Conn., has dropped \$168,000 from the valuation of the greenhouses of A. N. Pierson, incorporated, boosted by the board of assessors, it was learned yesterday. The company's claim was for a reduction of \$225,000.

The company, through its counsel, protested against the amount listed by the board of assessors on its greenhouses. Last October the assessors revalued the property of the town and when they came around to Pierson's place they increased the amount from \$170,000 to \$410,000. When the company received its notice of increase a complaint was made to the effect that the assessors had listed the property at a rate much beyond its real value.

BELONGS TO MCGREGOR.

"As Near as Your Telephone" a Protected Phrase.

Newburyport, Mass.
Feb. 23, 1920.

Dear Sir:—In your Feb. 14th issue, under the heading "Little Talks on Advertising," there appears a reproduction of J. Albert Brodrib's advertisement making use of the phrase "We are as near to you as your telephone."

The use of this phrase is (and has been so held in previous cases) an infringement of our Trade-Mark and we have so notified Mr. Brodrib today.

Since there are undoubtedly many other florists whose attention will be drawn to that phrase through your article and who may thereby be inclined to use it in their advertising as a result, we think it would be best for your advertising author to let your readers know that it is not a free phrase but protected for our sole use by the trade-mark laws.

Very truly yours,

C. J. MCGREGOR & SONS.

New England florists are being warned to look out for a bad check worker who has been operating in Lawrence, Lowell and other cities. His game has been to buy a floral piece amounting to \$7 or \$8, tender a \$28 check or thereabouts in payment and get the change in cash. He is described as 40 or 45 years old, slim, dark hair mixed with grey, smooth face.

The New York Show

Large Attendance and Many Very Fine Exhibits

The International Flower Show opened in New York, Sunday, March 14th, and it is a good, very good show. The first day's receipts are much ahead of last year. The quality of the stock exhibited is very fine. Some important features are lacking, but the arrangement in general is away ahead of any previous show. The general effect also is very fine.

The second day's attendance also ran ahead of last year, and the success of the show seems assured. The management is great, and everything running smoothly, showing perfect organization.

It is interesting to note the drawing power of the New York Show. The "big fellows" from all over the country are in attendance, particularly Chicago and all Middle West points. It seems certain that a great many of the visitors will come on for the big Boston show next week. Also it is to be hoped that many will arrive in time to attend the meeting of the National Growers' Association called for Tuesday, March 23rd, in Boston, at which time Ex-president Ammann will outline the plans of the new society and establish the local branch.

C. T. Beasley & Co., of East Milton, Mass., were awarded a silver medal for a special exhibit of pansies (not in schedule).

Among the exhibits which attracted particular attention might be mentioned briefly the following:

A. N. Pierson's rose garden is a gem, and first prize well deserved.

The plants of *Cineraria stellata* exhibited by W. B. Thompson and A. Lewisohn were wonderful, also the

marguerites, *schizanthus* and *primulas* shown by A. Lewisohn.

The exhibits of flowering bulbs and plants by A. Lewisohn and Mrs. Payne Whitney in the classes for private growers were simply wonderful, and the collection of bulbous plants by Mrs. Payne Whitney was also very fine.

A. Lewisohn's collection of roses in pots, also his rose garden, were worth going a long way to see.

The Marguerites and *Spiraeas* in the commercial classes shown by F. R. Pierson Co. and Madsen & Christensen were very well-grown, and A. N. Pierson's display of flowering and foliage plants was beautifully arranged.

The rock garden enthusiasts lingered around the exhibit staged by the Detmer Nurseries.

As usual, the ferns exhibited by F. R. Pierson Co. and Robert Craig Co. captured most of the honors in the fern classes. Some beautiful specimens were shown by both firms.

A. L. Miller's lilies came in for much admiration, and these were wonderful in every way.

Joseph Manda's orchid plant display was a wonderful collection of beautiful varieties and a riot of color. Lager & Hurrell's display also came in for much admiration.

The cut roses in the commercial classes were never better, especially American Beauty, *Ophelia* and *Premier*. The 25 undisseeded pink, shown by John H. Dunlop, couldn't be better; mammoth blooms and grand finish.

The display of cut roses by Traendly & Schenck and F. R. Pierson Co. called for some work on the part of the judges in making their decision. It was a big fight and very close, but Traendly & Schenck were given 1st prize.

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DREER'S CANNAS

This season we harvested the finest and largest crop of Cannas that we have ever grown.

KING HUMBERT

And all the other good varieties you should have are included in our list and the roots are heavy and firm.

PRICES: The prices quoted are for dormant roots, which can usually be supplied until about the first of April, after which pot plants will be sent out and in which the advance in price will be as follows: All varieties listed at \$7.00 or less per 100 will be supplied in pot plants at \$8.00 per 100 or \$70.00 per 1000, and on varieties listed above \$7.00 per 100 there will be no change in price between dormant roots and pot plants.

All have green foliage unless otherwise specified.

TWELVE SPECIAL VARIETIES

Carmine Beauty. Deep bright carmine flowers freely produced high above the heavy dark-green foliage which has a narrow red margin. 4½ ft. 15 cts. each; \$1.50 per doz.; \$10.00 per 100; \$90.00 per 1000.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety. 3½ ft. 10 cts. each; 85 cts. per doz.; \$6.00 per 100; \$50.00 per 1000.

City of Portland. A wonderful bright rosy-pink, much deeper in color than Mrs. Alfred Conard or Hungaria; a free-flowering, vigorous grower. 3½ ft. 20 cts. each; \$2.00 per doz.; \$12.00 per 100; \$100.00 per 1000.

Fairy Queen. The dwarf, compact plants of this distinct novelty are covered with flowers from spring until fall. The plant rarely exceeds 3 feet in height. The flowers, of a clear rose-pink, are of medium size, good substance and borne upright on stout stems in great abundance. Each flower has a distinct cream-colored border.

We believe Fairy Queen will become one of the very popular Cannas. 60 cts. each; \$6.00 per doz.; \$50.00 per 100.

Flag of Truce. A large-flowered, creamy white with faint pink dots on each petal. The general effect is white. Not as white

nor as tall as Eureka, but quite distinct and valuable. 4 ft. 35 cts. each; \$3.50 per doz.; \$20.00 per 100.

Golden Eagle. A wonderful clear golden-yellow of free, upright growth. The flowers are produced in large clusters well above the foliage. 4 ft. 35 cts. each; \$3.50 per doz.; \$20.00 per 100.

Harmony. Great clusters of good-sized, well-formed Geranium red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. 3½ ft. 20 cts. each; \$2.00 per doz.; \$15.00 per 100.

Peachontas. (Bronze-leaved Olympic). Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze. 4 ft. 20 cts. each; \$2.00 per doz.; \$15.00 per 100; \$100.00 per 1000.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 20 cts. each; \$2.00 per doz.; \$10.00 per 100; \$90.00 per 1000.

Remarkable. This effective bronze-leaved variety stands out boldly among other sorts, not only on account of its height (6 ft.), but because of the beautiful scarlet-carmine trusses of bloom surmounting the rich green-bronze foliage. 20 cts. each; \$2.00 per doz.; \$10.00 per 100; \$90.00 per 1000.

Surprise. The brightest red Canna we have. It surpasses in brilliancy such popular varieties as Meteor and Lafayette and produces its great trusses with equal freedom. 4 to 5 ft. 35 cts. each; \$3.50 per doz.; \$25.00 per 100.

DREER'S SELECTED CANNAS

Including many comparatively new varieties, which we can offer in quantity at popular prices.

	Doz.	100	1000
Allemania (Orchid Flowered). Salmon with golden markings; 5 ft.	\$0 50	\$3 50	\$30 00
Austria (Orchid Flowered). Large, pure canary-yellow with reddish dots in center of upper petals; 5 ft.	50	3 50	30 00
Beacon. Rich cardinal-red; 3½ ft.	1 00	7 00	60 00
Brilliant. Rich yellow with two red petals; 3½ ft.	50	3 50	30 00
Dazzler. One of the best, deep fire-red, very free; 3½ ft.	1 00	7 00	60 00
Dragon. Very rich dark, ox-blood red; 3 ft.	75	5 00	40 00
Dr. E. Ackerknecht. Carmine lake, suffused with deep carmine, bronze foliage; 4 ft.	50	3 50	30 00
Duke of Marlboro. An attractive deep brilliant crimson; 4 ft.	50	3 50	30 00
Favorite. This is the best red spotted yellow Canna yet introduced. The color is a rich, deep golden-yellow, the flowers are produced on strong stems well above the foliage; 5 ft.	50	3 50	30 00
Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine; 4½ ft.	50	3 50	30 00
Garam. Very large bright carmine-red flowers, freely produced; 3½ to 4 ft.	50	3 50	30 00
Gladiator. Deep yellow freely dotted with red, a popular bedder; 4½ ft.	50	3 50	30 00
Goethe. Very attractive. Bright deep orange flowers of a very penetrating shade; 1½ ft.	85	6 00	50 00
Gold Bird (Oiseau d'Or). This is the yellow companion to Firebird; the immense soft canary-yellow flowers are of good substance; 4½ ft.	85	6 00	50 00
Golden Gate. Yellow and red; 4 ft.	60	4 00	30 00
Italia (Orchid Flowered). Bright orange-scarlet, with broad golden-yellow border; 6 ft.	50	3 50	30 00
King Humbert (Orchid Flowered). The most popular Canna. Great orange-scarlet flowers surmount the vigorous dark bronze foliage throughout the season; 5 ft.	75	5 00	45 00
Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stands more erect and the plant grows taller; 5 ft.	1 00	7 00	60 00
La France. Deep carmine pink. 4½ ft.	1 25	8 00	70 00
Lahneck. A free grower. The color is rose with lines and shadings of scarlet carmine hues, a narrow golden border adds to its beauty; 4 ft.	85	6 00	50 00
Louis Beverchon. A splendid bedder, large cochineal-red flowers; 4½ ft.	60	4 00	35 00
Maid of Orleans. Rich cream ground, mottled and shaded soft pink; 4 ft.	60	4 00	30 00
Mrs. Karl Kelsey (Orchid Flowered). Orange-scarlet, suffused and striped with yellow; 5 ft.	50	3 50	30 00

	Doz.	100	1000
Mrs. Woodrow Wilson. A rich but soft crimson-pink, with very large flowers, a robust grower and free bloomer, 4 ft.	2 00	15 00	
Olympic. Rich Oriental-red, shading lighter to the centre and dappled carmine. The individual florets and trusses are very large and of excellent form; 5 ft.	85	6 00	50 00
Panama. The color and markings of this splendid Canna are unusual; the rich orange-red face of the petals is bordered with a broad edge of golden-yellow; 5 ft.	80	4 00	35 00
Philadelphia. Rich deep red; 4 ft.	60	4 00	35 00
Queen Charlotte. Rich pomegranate-red bordered with golden-yellow; 3 ft.	85	6 00	50 00
Rosea Gigantea. Large flowers, borne in such abundance that the mass of color is amazing. A deep rich rose, almost a coral-carmine; 4 ft.	1 25	8 00	70 00
Salmon Queen. Rosy salmon-scarlet, blending to a rosy carmine towards the centre, a very effective bedder; 5 ft.	85	6 00	50 00
Scharfenstein. The beautifully formed, large round florets are produced in compact but graceful trusses. The color is a unique light red salmon with orange and carmine suffusions that forms a most attractive addition to the range of colors found in Cannas; 5 ft.	85	6 00	50 00
Schopenhauer. A rich brilliant red with yellow throat, very free; 3 ft.	75	5 00	40 00
Souv. de F. Langle. Very distinct orange-red color, edged with gold; 4½ ft.	75	5 00	40 00
Superb. Deep salmon with bronze foliage; 4½ ft.	60	4 00	35 00
The Gem. An entirely distinct spotted variety. The immense trusses of flowers are borne on upright branching stems well above the foliage, and are of deep cream or straw-yellow, spotted with deep carmine; 4½ ft.	1 50	10 00	90 00
Uhlberg. Entirely distinct, of a soft rosy-carmine; the throat of the flower is of a creamy-yellow, and the edges of the petals are also pale yellow; 3 ft.	60	4 00	35 00
Venus. Flowers of fair size, of a soft rosy pink with a pretty mottled border of creamy-yellow; 3½ ft.	75	5 00	40 00
Wintzer's Colossal (Orchid Flowered). The largest flowered Canna. The florets often measure eight inches across and are of a bright scarlet; 5 ft.	75	5 00	45 00
William Bates. A splendid free flowering yellow of good size; 5 ft.	1 50	10 00	90 00
Wyoming (Orchid Flowered). Massive orange flowers which make a strong contrast with its rich bronze foliage; 6 ft.	50	3 50	30 00
Yellow King Humbert (Orchid Flowered). A sport from King Humbert in which the foliage is green and the flowers yellow with red spots. Very attractive.	75	5 00	45 00

HENRY A. DREER, 714-716 Chestnut St. Philadelphia, Pa.

The above prices are intended for the Trade only.

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It is with pleasure that we note in the Florists' Exchange a reply to the recent editorial suggestion about the giving away of flowers to push business. We are very glad to have such matters threshed out in the trade press, for it is in this way that different opinions are obtained and beneficial results achieved. We have no desire to force home our particular individual opinions. All that we are doing is in the interests of the trade at large. The writer of the Florists' Exchange excellent article asks: "Is it not far wiser to distribute the flowers gratis than to hold them back and see them wither, fade and disintegrate, especially when every such gift can carry potential publicity that is very likely to bring future profitable sales?"

It is right here that the nub of the matter is to be found. Does the wholesale giving away of flowers promote publicity and so bring profitable sales? If it is true, well and good. It would almost pay the growers to raise flowers for the particular purpose of giving them away, and a glut in the market might be a blessing in disguise. We still adhere to the opinion, however, that the free distribution of florists' stock to people who can just as well afford to buy flowers is a mistake. We believe that it gives a false impression that flowers are easily raised or produced at small cost, and that florists make undue profits from their business. There is already a tendency to look at the industry in this way. The public knows how easy it is to grow flowers out of doors in summer, and doesn't realize that there is a great difference when it comes to growing them under glass in winter. Wouldn't the public appreciate florists' flowers much more if they understood the true facts better?

If the flowers should be disposed of at a special sale, properly advertised, and at a very low price, no one would object, and it would leave a better impression than a free distribution advertised to the same extent. It certainly does cheapen the florists' business to have the public get the idea that flowers are raised in much greater quantities than can be sold. We inevitably hear the remark, "Let them put the price low enough and we will buy them."

It seems to us, therefore, that special sales rather than

gratuitous distribution is for the best interest of the business. Not only will they take care of the surplus, but they will induce buying by people who have not been in the habit of carrying flowers home.

Now this doesn't mean that the flowers should be left to wither, fade and disintegrate if they can't be marketed. A waste is certainly to be deplored. By all means let the surplus not otherwise taken care of be given away to hospitals and churches, or better still, in the poorer sections of the city through the settlement workers. There are many florists who can remember the days in New York when great quantities of faded flowers were swept up and carted away to the river. Of course, this sort of thing is inexcusable. Let the flowers be used for charity, but do not make this a subject for publicity with the expectation that it is going to create a greater demand and so bring about profitable sales.

Perhaps we are wrong. Perhaps the plan can be worked out in one place and not in another, but in any event we believe that it should have careful consideration from all sides before it is added to the many good publicity schemes now under way.

Boston's big show the coming week will be one of the most remarkable ever staged in this country. While it will contain many important features, the orchids will naturally be the center of attraction. This will be true not only because of the lavish way in which they are to be shown, but also on account of the great pains given to the staging of them. It is pleasant to find that the interest in orchids remains unabated and that both private and commercial growers retain their enthusiasm in spite of the ruling of the Federal Horticultural Board at Washington, which makes the importation of these plants impossible. Indeed, some of the commercial men see nothing to be feared from this ruling.

Frank J. Delansky, for example, the famous orchid specialist of Lynn, Mass., believes, we understand, that orchids can be grown so successfully from seed in this country as to meet all demands commercially. In fact, he sees a tremendous development of commercial orchid growing. At the same time he no doubt is congratulating himself on having been fortunate enough to bring in several hundred orchids of different kinds just before Quarantine 37 went into effect.

The officials of the Missouri Botanical Garden concede that orchid growing is yet in its infancy in America, but they also insist that the Federal Horticultural Board has given the orchid grower some extremely difficult problems to solve. This is because Cattleyas of the Labiata type deteriorate under artificial cultivation, according to long experience. In any event it has been the custom in the past to make periodical importations in great quantities in order to maintain the supply. Now it takes five years to grow these plants from seed, and in the meantime prices must necessarily run high. Moreover, it is a question just how many growers will feel like making the necessary investment with the possibility that within the five years' limit the Horticultural Board may voluntarily rescind its action or have its rulings overturned.

If the order holds, florists no doubt will take up other types, and a considerable increase can be obtained by division. Private growers suffer especially from the exclusion order and greatly resent this order, because of the almost total absence of danger from plant pests in orchid importations. Still orchid collections will be extended so far as possible, and it is hoped that this country in the future can build up collections equal to those abroad. Some of the latter, indeed, suffered badly during the war, among the best of those in Belgium being destroyed.

Grand Exhibition

OF

Orchids and Other Plants

Horticultural Hall, Boston,

Under the auspices of the

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Wednesday, March 24, from 12 M. to 10 P. M.

Thursday, Friday, Saturday, March 25, 26, 27, 10 A. M. to 10 P. M.

Sunday, March 28, from 1 to 10 P. M.

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Easter coming early this year, it is probable that most of the stock intended for that occasion is not much ahead of time. From now on considerable time will be necessary in getting ready the baskets, filling the pans and in other ways preparing for the Easter trade. It is important to take advantage of every bright day now to give the foliage plants a good syringing, both over and under the leaves. This will help to control insect pests, but if there is a bad infestation it will be necessary to sponge them with an insecticide. Repotting will soon be in order, the old soil down to the active roots being removed. Have plenty of well enriched potting soil to take its place, and don't forget the necessity of having perfect drainage. This is most essential with all foliage plants.

Seeds of Primulas may be sown from now on until May, and a succession is important because it keeps the flowers coming along in batches instead of having them all come at the holiday season. When the seeds are sown use a light mixture of loam, leaf mold and sand. Do not sow the seed too thickly and cover very lightly, afterwards firming the soil well. The pans require a warm house and should be kept covered with glass until they germinate. After that a temperature of fifty degrees at night will be about right, but get the plants as near to the glass as you can, and when they are large enough to handle prick them out into flats.

Feverfew always sells to some extent, and a little space may well be

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devoted to it, preferably using a solid
bed. If you can get small plants now
—and they are being offered to the
trade—plant them out at once if you
want them to flower late in May and
through June. Space the plants a foot
apart and grow them in a cool house.
In some sections Feverfew in pots sells
well in the spring when a customer is
liking them for bedding.

It is time to get in orders for bed-
ding stock which is none too plentiful.
In some sections there seems to be a
shortage of geraniums. This doubt-
less will mean a heavier sale of cannas,
petunias and begonias. As a matter
of fact it would be just as well if cus-
tomers could be induced to use a
wider variety of stock. Many florists
are growing the yellow Polyanthus this
season, perhaps for the first time.
There should be a good market for
them at Easter. As a matter of fact
these flowers sell well both potted and
as cut flowers. Remember that they
need to be grown cool and given plenty
of water. If you keep them in a warm
house, and especially if the atmosphere
is dry, you will have few flowers, al-
though an abundance of foliage. The
temperature of a violet house is best
for them.

Hydrangeas for Easter should be
well along by this time. Color should
be showing well, and if not you had
better give a little more heat to hurry
them along. Don't forget the neces-
sity, however, of hardening off these
and other Easter stock which has to be
forced quickly. You need not worry if
you do not sell all of your plants and
most of the other stock at Easter. You
will still have Memorial Day for a
market, and there is every reason to
believe that there will be a big demand
for potted plants all through the
spring. In any event you can't go
wrong with French Hydrangeas, for
no one can question their increasing
desirability or their value as a sub-
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PLANTS FOR EASTER.

Lilies should now be standing well above the foliage. Keep the night temperature at 60 degrees. Water freely and spray the foliage three or four times a day. Lilies will be worth just 100 per cent more than in former years, so do not fail to give them the attention necessary to have them in flower. If you cannot discern the buds among the foliage, now is the time to resort to hard forcing. Run the temperature up as high as possible, water with warm water and syringe with warmer water, almost hot, says the Canadian Florist. Keep the plants free of aphids by fumigating or spraying. Do your hard forcing now, so that you may have a few days to harden off your plants before selling.

Hyacinths for Easter should be kept in the coolest house possible. Very nice pans of these can be made up from boxed bulbs. Prepare all you can in assorted sizes. If you have a cash and carry trade, it may be well to have a good lot of four and five-inch plants, but if you have to deliver, it will not pay to sell low-priced plants.

Hydrangeas should be kept well supplied with moisture. If your stock is backward, keep them at 60 degrees at night. Give gentle feeding at least twice a week. These plants need plenty of room, if you want the best stock for the holiday. I think hydrangeas should be sold with a cultural direction card attached. In fact, all plants should be sold that way.

Baby rambler roses will for the most part come into bloom in a carnation temperature, but perhaps the variety Orleans will need some forcing—say 60 degrees at night. If your ramblers are pot grown,—that is to say, if they have been in pots since last spring they will come along nicely for Easter. Keep moving them at least once a week, giving a little more space at each move. Cuttings can be taken now, rooted, and planted out next spring. When grown on for two summers, pot up and force them.

Pelargoniums will make good Easter sellers this year. These are best finished on shelves in a cool house. Fumigate regularly for aphids and give light feedings once a week. Ventilate freely.

Pansies—Large plants lifted last fall and wintered very cool make nice subjects to put up in baskets.

A few of the hard-wooded shrubs are very decorative in a store at Easter, but do not as a rule sell readily. This year, being the peace year

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye)....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
Farquhar's Giant Red	1.75		

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed.

LOBELIA. Farquhar's Dark Blue, Dwarf.....	1/16 oz., \$1.25; 1/4 oz., \$2.00
PETUNIA. Farquhar's Ruffled Giants Mixed.....	1/16 oz., \$4.00
SALVIA SPLENDENS BONFIRE	1/4 oz., \$1.00; oz., \$3.75
SALVIA SPLENDENS COMPACTA	1/4 oz., \$1.00; oz., \$3.50
SALVIA SPLENDENS	1/4 oz., \$0.75; oz., \$2.25
SALVIA ZURICH	1/4 oz., \$1.50
VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White,	
1/4 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00	
VERBENA. Farquhar's Mammoth Hybrids Mixed,	
1/4 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00	
VINCA. Bright Rose, White with rose eye, Pure White.....	1/4 oz., \$0.50; oz., \$1.75

R. & J. FARQUHAR COMPANY
BOSTON, MASS.

STUMPP & WALTER CO.

Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

DREER'S

FLORIST SPECIALTIES
New Brand New Style

'RIVERTON' HOSE

Furnished lengths up to 500 ft. without seam or joint.

The HOSE for the FLORIST

1/2-inch, per ft.,	22 c.
Reel of 500 ft.,	21 c.
3 Reels, 1000 ft.,	20 c.
1/2-inch, " 19 c.	
Reels, 500 ft.,	18 c.

Couplings furnished without charge

HENRY A. DREER
714-716 Chestnut St.
PHILADELPHIA, PA.



of the world, this class of stock will probably be in great demand for church decorating.

Frederick W. Bruggerhof, head of the seed firm of J. M. Thorburn & Co., New York, died recently at the ripe age of ninety. Mr. Bruggerhof has often been referred to as the dean of the American seed industry.

A nursery has been started at Holland, Mich., by Ebert H. Gold.

GARDEN SEED

BET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
82 Dey St., NEW YORK and CRANFORD, N.J.

SEEDS, BULBS, PLANTS

JOSEPH BRECK & SONS, CORP.

47-54 North Market Street
BOSTON, MASS.

W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS
Horticultural Sundries
166 W. 23rd St., NEW YORK

Bolgiano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A CENTURY
Special Price List to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLCIANO & SON
BALTIMORE, MARYLAND

When writing to advertisers kindly mention HORTICULTURE

THE GROWERS' MEETING.

The following letter is being sent to the growers of Greater Boston:

March 9, 1920.

Dear Sir:

You are earnestly requested to be present at a meeting to be held at 7.30 o'clock P. M., Tuesday, March 23rd, at the American House, Hanover street, Boston, Mass.

At this time Mr. J. F. Ammann of Edwardsville, Illinois; W. R. Pierson of Cromwell, Conn., and others will address the meeting relative to forming a branch of the National Flower Growers' Association.

At a meeting last January, held in Chicago, a preliminary organization was formed to report at the S. A. F. Convention next August, at Cleveland. This organization is to be composed of Growers of Cut Flowers and Plants ONLY, for the mutual benefit in a large way that only a National organization can accomplish.

Whether interested or not, you should be present and listen to what these men of national repute have to say, who at their own expense, have come to talk to us about what may be accomplished by organization, such as:

The stabilizing of prices by mutual co-operation in national and local advertising.

To protect its members against unjust and unlawful exactions; the corrections of abuses; to protect against enactment of damaging laws which may be proposed by those unfamiliar with the requirements of the trade, and the collection and dissemination of this information.

This meeting will be interesting and of personal benefit to each and every one, whether a large or small grower.

Don't forget the date! Tuesday, Mar. 23rd, 7.30 P. M., American House, Boston, Mass.

Very truly yours,
E. ALLEN PEIRCE,
T. ROLAND,
W. H. ELLIOTT,
W. SIM,
W. C. STICKEL,
A. CHRISTENSEN,
S. J. GODDARD,
Local Committee.

The Lord & Burnham Co. has adopted a profit-sharing plan, the details of which have been printed in pamphlet form and will be distributed among the employees of the concern. It gives the company seven percent annual interest on its investment; the remainder of the profit will be divided between the company and the employees. The employees will then be entitled to common stock to be paid for from the dividends of the individual.

ORDER FOR NOW AND EASTER

FRESH CUT FLOWERS of all kinds, hardy cut evergreens and supplies. Prompt attention given to all orders, no matter how small or large. Order now by wire, telephone or mail. For **BEST SERVICE** and **COURTEOUS TREATMENT** order from—

HENRY M. ROBINSON & CO., INC.

Leading Wholesale Florists of New England

2 Winthrop Sq.—34 Otis St., BOSTON, MASS.

ALFRED M. CAMPBELL begs leave to extend a cordial invitation to all those who would like to look over a promising vista of **EASTER LILIES** and other specialties for the coming holiday, to visit his flower farm at **STRAFFORD, PA.**, and see for themselves and be well repaid in pleasure and profit. Now is the time to make reservations. Really good Easter stock is scarce. Strafford only 15 m. out Main Line **PHILADELPHIA.**

FAMOUS WABAN ROSES

Grown and sold exclusively by

WABAN ROSE CONSERVATORIES

Roses at wholesale; shipped by express anywhere.

Kinds: Russell, Hadley, Ophelia, Premier, Thayer, Brilliant, Killarney, White Killarney. Contracts given for minimum deliveries daily or weekly, with protection in Holiday Seasons.

Write or telephone

BOSTON OFFICE, 15 BEACON STREET

Mention this Paper

HAYMARKET 890

LILY BULBS FROM STORAGE

GIGANTEUM, RUBRUM, ALBUM, AURATUM
MELPOMENE, LILY OF THE VALLEY

Careful storage, prompt express shipment on dates as arranged

THESE
READY
NOW

GLADIOLUS, TUBEROSES,
CANNAS, CALADIUMS

WRITE
FOR
PRICES

VAUGHAN'S SEED STORE

43 Barclay St., NEW YORK CITY 33 W. Randolph St., CHICAGO, ILL.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6267
5948

WELCH BROS. CO. 262 DEVONSHIRE STREET
BOSTON, MASS.

When writing Advertisers kindly mention Horticulture

Little Talks on Advertising

The easiest thing to do when writing advertising copy is to deal in glittering generalities, but the easiest way is not the best way to sell goods, whether they be flowers or tack hammers. The public likes concrete facts, and you can get its attention much quicker by playing up one single kind of plant or flower than by running through the list of all the different kinds your store contains. That's why the advertising shown on this page today can be set down as a good piece of copy. The eye is caught in one specific article and the brain considers what the eye sees without being confused by a multiplicity of objects. This leads it to think about this particular flower, which leads to a belief that it is needed to brighten the home.

Another point about advertising which is not commonly realized perhaps, is that the public likes big figures, and analysis of advertising factors has shown that any announcement of a large quantity of a given article being put on sale immediately brings about a largely increased demand. It isn't necessary to go into the psychology of the matter, but if the florist can announce that owing to certain conditions he will have several thousand carnations on hand the next day to be disposed of immediately, that a special price is being made to move them, he need have no worry about making his sales. I once heard an article on the flower industry criticized because it had so much to say about the large numbers of flowers and plants raised and sold. As a matter of fact, this sort of thing is good for the trade, if advertising experts are correct. It leads the public to accept the business as one carried on in a large way, thereby dignifying it in its estimation and putting it on a higher mental plane.

I like the way in which the Yuess Garden Co., of Newburgh, N. Y., makes an appeal to the public. To begin with they use the slogan, "Say it with flowers," conspicuously across the top. Underneath is a cut showing the head of the house bringing home a box of roses, which is being welcomed with enthusiasm by the good wife. The advertising then goes on to say, "In these days of rolicking prices of just about everything under the sun flowers offer the most reasonable and the most pleasing of all the remembrances you can take or send to the loved ones at home." The pleasantly intimate phrasing of this advertising makes it good reading. Of course the criticism may be made that it does not conform to

Best Adv. We Have Seen This Week

the requirements stated above in that it speaks of flowers in a general way. Nevertheless the box filled with roses fixes the thought of that particular flower in the mind of the reader.

The Rhinebeck Floral Co., of Rhinebeck, N. Y., is using five or six inches of double column in a series of weekly chats on things horticultural. It makes surprisingly attractive copy, and with an original method of treatment keeps the name of the concern in the mind of the public all of the time, which is good advertising when regular space is being used and general publicity is the aim sought.

It must always be kept in mind that advertising is divided into two kinds. One aims to associate a certain name with a certain article and necessitates constant reiteration. The other seeks

the sale of particular goods at a special time which requires a definite statement as to what is offered, preferably with an explanation of the special sale and a quotation of prices when possible. If a little study is given to this matter it will save the advertiser money and help to make the advertising appropriation go farther.

MR. AMMANN'S BOSTON VISIT

Mr. Fred Ammann of Edwardsville, Ill., will address the growers of Boston and vicinity at The American House, Boston, on March 23 at 8 o'clock p. m. under the auspices of the Flower Markets, on the organization of a growers' association.

Mr. Ammann is a very forceful and entertaining speaker and the committee hopes that a large number of growers will be on hand to welcome him.

It is planned to start a local organization to affiliate with the National Association when that body is permanently organized. The local committee is composed as follows: William C. Stickel, S. J. Goddard, A. Christensen, William Sim, Thomas Roland, E. A. Peirce and W. H. Elliott.

Remember that in unity there is strength, so let us have a large and representative gathering to get a good start for our own protection and for our profession in general. Every one welcome.

Signed for the local committee,

S. J. GODDARD,
E. ALLAN PEIRCE.

AMERICAN GLADIOLUS SOCIETY

Objection having been made against registering the varieties, Conspicuous and White America, the same are hereby withdrawn pending further investigation by the committee.

A. C. BEAL, Chairman.

HEADQUARTERS FOR
LAWN, VEGETABLE AND FLOWER
SEEDS, BULBS, LAWN MOWERS,
AGRICULTURAL IMPLEMENTS
AND FERTILIZERS.

THOS. J. GREY CO.

"The Seedsman"

16 South Market Street - - Boston, Mass.

Agents for International Harvester Co. and Chicopee Plows.

Write for Catalog.

BOSTON'S ORCHID SHOW.

Next Week's Event Will Be One of Great Importance.

Horticultural Hall, Boston, is undergoing a transformation in preparation for the great Orchid Show to be held there from Wednesday to Sunday of the coming week. The Lecture Hall, in which will be installed the great exhibit from "Orchidvale," the private estate of Albert C. Burrage, has been painted a neutral green, against which the brilliant colors of the flowers will be seen to the best advantage. The red brick walls of the small hall have also been given a neutral tint. Inside the Lecture Hall, great wooden columns are being erected, which when covered with bark, will form the trees of a tropical jungle into which the place will be converted. The orchids will be shown as they naturally grow upon these trunks. The plants will be selected from about twenty-five thousand in Mr. Burrage's greenhouses, the largest private collection in the country.

In the main exhibition hall, a platform has been built fronting the loggia steps, on which will be displayed a marvelous collection of Kurumee azaleas from the Arnold Arboretum of Harvard University. With the exception of a few plants shown at the Panama-Pacific Exposition in 1915 no exhibit of these azaleas has ever been made in America or Europe, they are now being prepared for the show on the private estate of Charles S. Sargent of Brookline. The plants show no leaves but the flowers vary from white to pink, rose, cerise, lavender, mauve, magenta, salmon, vermilion, bright red to deep scarlet. These plants were secured at great expense in Japan and were originated by a Japanese gentleman, named Motozo Sakamoto in the city of Kurume about one hundred years ago and the parent plant from which these descended is still living. The Sakamoto collection, after his death passed into the hands of Mr. Akashi, from whom Asst. Director Wilson of the Arboretum secured these plants.

In the same hall another stand, in form a lunette, is being erected, on which will be shown a magnificent display of orchids from the greenhouses of Julius Roehrs of Rutherford, N. J.

On either side of this azalea exhibit will be arranged specimen plants of acacias from the greenhouses of Thomas Roland of Nahant. Their yellow and green colorings forming an admirable frame for the richly-colored azaleas, behind which will be placed a screen composed of palms

and regal lilies contributed by John K. M. L. Farquhar. One hundred bulbs of this new and beautiful lily, valued at a dollar apiece, will be given each day to the first hundred visitors to the show.

Applications for space indicate that the halls will be more than filled.

During the show several important lectures on orchids will be given, as follows:

Thursday, March 25—Oakes Ames. "Basis of Orchid Classification." E. H. Wilson. "Geographical Distribution of Orchids."

Friday, March 26—W. A. Manda. "History of Orchid Culture in the United States." John E. Lager. "Collecting Orchids."

Saturday, March 27—Geo. P'Anson. "History of Orchids in England."

The Orchid Show will be open Wednesday, March 24, from 12 M. to 10 P. M.; Thursday, Friday, Saturday, March 25, 26, 27 from 10 A. M. to 10 P. M.; Sunday March 28, from 1 to 10 P. M.

The judges at the show will be Samuel J. Goddard, Framingham; Donald McKenzie, Brookline; Frank J. Dolansky, Lynn; Edwin Jenkins, Lenox; Joseph Manda, W. Orange, N. J.; John E. Lager, Summit, N. J.; A. J. Lovelless, Lenox; and Clement Moore, Hackensack, N. J.

MICHELL'S NEW CROP ASPARAGUS PLUMOSUS NANUS

GREENHOUSE GROWN SEED

1000 Seeds.....	\$3.50	10,000 Seeds.....	\$30.00
5000 Seeds.....	16.25	25,000 Seeds.....	68.75

LATHHOUSE GROWN SEED

1000 Seeds.....	\$2.00	10,000 Seeds.....	\$18.50
5000 Seeds.....	9.75	25,000 Seeds.....	43.75

Special prices on larger quantities.

Also all other Seasonable Seeds, Bulbs and Supplies. SEND FOR OUR NEW WHOLESALE PRICE LIST IF YOU HAVEN'T A COPY.

HENRY F. MICHELL CO.

518 MARKET ST., PHILADELPHIA

CALIFORNIA PRIVET

3-4 ft.	100	1000
2-3 ft.	\$6.00	\$50.00
18-24 in.	5.00	40.00
	4.00	30.00

BARRERY Thunbergii, 4 yr., very heavy

2-3 ft.	15.00	140.00
18-24 in.	14.00	120.00

AMPELOPSIS Veitchii, for potting or planting in nursery rows

Strong, 1 yr., 18 in.	15.00	
Strong, 1 yr., 12-15 in.	12.00	100.00

Above prices F. O. B. Manchester, Conn. Boxing extra.

Send for bulletin covering a complete line of Fruit and Shade Trees, Evergreens, Ornamental Shrubs, H. P. and Climbing Roses.

C. R. BURR & COMPANY,

Manchester, Conn.

REGISTRATION OF NEW ROSES.

Frederick R. M. Undritz, West New Brighton, S. I., N. Y., has requested permission of the Executive Committee of the American Rose Society to change the name of the variety of rose registered by him August 23, 1917, as Frederick R. M. Undritz to "General John Pershing." Inasmuch as this rose has not yet been disseminated, the Executive Committee of the American Rose Society voted to allow this change of name. Unless objections are received in the office of the Secretary of the Society within three weeks of this publication, the registration will become permanent.

General John Pershing. H. W. Dr. W. Van Fleet x Mrs. W. J. Grant (Belle Siebrecht). Climber; foliage same as Dr. W. Van Fleet; very vigorous, perfectly hardy; flower double, four inches in diameter, dark pink, center projecting, medium long, quite fragrant; bud pointed and firm; fifty-three petals, curved, stiff, center close; blooms profusely in June; may bloom later; lasting quality, on bush five or six days.

Secretary American Rose Society.

E. A. WHITE,

ROSE PLANTS

Young Stock, own root, 2½ inch pots
Per 100

AMERICAN BEAUTY.....	\$20.00
MRS. CHARLES RUSSELL.....	25.00
KAIZERIN	12.00

ROOTED CUTTINGS

	Per 100	Per 1000
PREMIER	\$15.00	\$120.00
COLUMBIA	12.00	100.00

C. U. LIGGIT

Wholesale Plantsman
Bulletin Building PHILADELPHIA

BOSTON FLORAL SUPPLY & SNYDER CO.

Wholesale Florists

15 Otis—96 Arch St.

BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the east. We manufacture artificial flowers, baskets, wire frame, etc., right in our own factory. We preserve our own cycas leaves. Try us out in one way or another.

FUTTERMAN BROS.

Wholesale Florists, 102W. 28th St. New York

The Right People to Deal with. Phone Watkins 9761-159 Consignments solicited.

WILLIAM F. KASTING CO.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

Would like to handle consignments from growers of good Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

55 West 26th Street, New York City

PARCEL POST BOXES

GET OUR LIST

Climax Manufacturing Company

Makers Highest Grade

FLORIST BOXES

CASTORLAND

NEW YORK

George Watson's Corner

"You in your small corner and me in mine."

The irrepressible Daniel V. Allen late champion of several things of the Florists club is back on the job again. Some six years ago he made a trip to Europe and did so much business selling chemicals and the like that he retired and bought a home in that quiet resort Atlantic City. Now he has opened up again in Philadelphia as Allen & Co., Exporters of Chemicals at 238 Arch St., and from all accounts is rapidly making another fortune. Men of his stamp don't retire. They only think they do, for the moment. They

can't resist the glamour, and roar, and excitement of doing things—especially if "there's millions in it."

Charles Sim has been confined to his home at Rosemont the past three months but is able to be out once more and is looking well. He is arranging for a sea voyage to Scotland in the near future and expects to stay there most of the summer. His business in the meantime is being ably managed by his nephew Mr. Edwards.

"The Kirk" now meets every Friday at 12.45 noon at Dooners, 10th and Chestnut St. A modest collation is served, and conversation is permitted within reasonable bounds. The ruling elder Commodore Westcott handles the gavel; but he is easy, and is always glad to see any of his old friends who can drop in at that hour for their noon lunch and a chat. The cook is great on Pinnan Haddie that day, also pretty good on English Bloater. If you like a New England platter a la Providence,

R. I. you can have that also. Remember, once a week, every Friday, 12.45.

In Glasgow, Scotland, Chateau and Richmond are about the only roses grown for cut flowers. In Buenos Ayres, Argentina, Druschki is about the only one. At this distance it seems remarkable that these two great horticultural centers are unable to give their patrons a little more variety from the thousands of beautiful roses available. Dickson surely has a map and can find out where Glasgow is. The steamers must reach there once in a while. I am told that a boat touches even at St. Kilda once a year, and St. Mungo cannot be much harder to get at. We are not so surprised at the Argentinians—as the way to Hamburg has been blocked for a long time. It is up to Robert Pyle and J. Horace to get after them.

William J. Muth, Philadelphia representative of the King Construction Co., has sold his property in Lansdowne, and moved with his family to West Chester.

Alfred M. Campbell is not only proud of his big showing of Easter lilies—fine as they are, but wants to call the attention of the trade to his Hydrangeas and other holiday offerings, which are also extra fine, and just right. His growers at Strafford deserve great credit. Take a run out. There are trains every half hour or so and it's only a ten mile trip.

William J. Leonard, the noted Lansdowne rose grower has returned from an extended sojourn among the palm groves of Palm Beach and other parts of Florida, looking hale and hearty.

GENERAL NEWS NOTES

The Allied Florists' Association of Chicago has elected the following officers: President, George Asmus, Vice-president, August Poehlman, Treasurer, William J. Smyth. Additional Directors, August Lange, John Michelson, Paul Klingsporn, Eric Johnson, Otto Amling and Peter Pearson.

A new store has been opened at Columbus, Ohio, by the Acme Flower Co. W. C. Holstein is the manager, while F. E. Stoughton is treasurer.

ORCHIDS, GARDENIAS, SWEET PEAS, VALLEY

The four best items on our list for corsage work. We will have them in quantity of the usual high standard.

Order Early for Your
Easter Business

THE LEO NIESSEN CO.
PHILADELPHIA, PA.

CHARLES E. MEEHAN

WHOLESALE FLORIST,

5 S. Mole St., Philadelphia, Pa.

Roses, Carnations, Callas, Sweet Peas,
Plumosa, Strings and Bunches, Adiantum,
and a full line of all other Greens.

EDWARD REID WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin N. Y.

10,000....\$2.50 50,000....\$11.00 Sample free.
For Sale by Dealers

GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.



Henry M. Robinson Co.

55-57 West 26th Street
and 430 Sixth Avenue

Telephone:
Farragut 13 and 3180

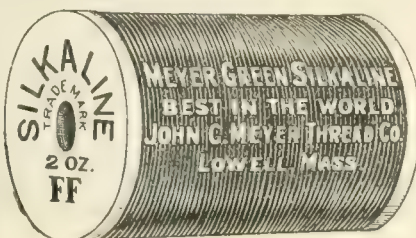
When writing to advertisers kindly
mention HORTICULTURE

ARRANGING EASTER BASKETS.

With Easter but a few weeks distant, the florist should be engaged in his spare time in taking stock of his baskets and renovating them as far as possible. Some of them will no doubt require a fresh coat of paint or bronze, while others will be in need of repairs, such as new linings or new handles, to replace broken or damaged ones. After the present stock has been rejuvenated, he will then be in a position to order whatever new baskets he may deem necessary to complete his stock and give him the assortment which buyers of to-day demand.

As Easter draws nearer, certain flowers, now quite plentiful, will become scarce, while other varieties now scarce will be plentiful. In order to select his Easter stock the florist must watch the market carefully for the next few weeks and place his orders for the flowers he expects to sell at that time. Care should be taken that the flowers ordered, are suitable for arranging in the particular baskets to be used, in respect to general size, shape and color.

In placing cut flowers in the different baskets, they should be arranged so as to present the greatest variety possible with the flowers on hand. For instance, some could be filled with violets, sweet peas, mignonette, forget-me-nots and roses in different formations, while others might have the addition of a few daffodils or pussywillow sprays. Others could be made up with roses and asparagus fern. Several of this type should be used showing different varieties of roses. A large bunch of violets with a red or pink rose in the centre and trimmed with adiantum fern and placed in a basket is an admirable gift, as the violets may be lifted out and worn as a corsage. Gold bronzed baskets of calendulas or daffodils with fern and pussywillow sprays make a good basket of the less expensive type. Few special Easter novelties ever meet with favor. I believe that the only two used to any extent are the painted figure of a girl with a metal container attached for holding roses, sweet peas or violets, and the painted representation of an egg with a young chick at one side, also supporting a holder of sufficient size for about a dozen flowers.



H. E. FROMENT

A Wholesale Commission Florist
Choice Cut Flowers

New Address, 143 West 28th St., NEW YORK
Telephones: 2200, 2201, Madison Square.

WM. P. FORD

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut
Call and inspect the Best Establishment
in the Wholesale Flower District.

WALTER F. SHERIDAN

Wholesale Commission Dealer in

CHOICE CUT FLOWERS

133 West 28th Street New York

Telephone 4635-4636 Madison Square

E. G. HILL CO.

Wholesale Florists

RICHMOND, IND.

Please mention Horticulture when writing.

REED & KELLER

122 West 28th St., New York

Florists' Supplies

We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
Florists' Requisites

THE KERVAN CO

Fresh Cut Decorative Evergreens
Highest Standard of Quality. Largest
Stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies
119 W. 28th St., - NEW YORK

WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to
UNITED CUT FLOWER CO., INC.
111 W. 28th St., New York
D. J. Pappas, Pres.

FRANK J. REYNOLDS CO.

Wholesale Florists

Boston Co-operative Flower Market
260 DEVONSHIRE STREET
BOSTON, MASS.

MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS
Consignments Solicited
Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

THE BOILER OF Unequalled Fuel Economy

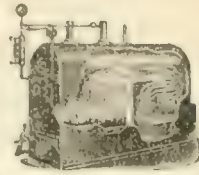
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 466 W. Erie St.
CHICAGO

When You Buy—Get a Kroeschell

1,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

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(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

DAYLIGHT SAVING.

Editor of HORTICULTURE:

The writer of The Talk of the Trade in your issue for March 6 (which under our splendid Boston mail delivery reached me as early as 4 P. M. March 9) seems somewhat mixed on daylight saving. He starts off by practically asserting that florists oppose the plan. If your correspondent attended meetings of florists' organizations he would have known that at largely attended meetings of the Gardeners' and Florists' Club of Boston and the Boston Florists' Association resolutions supporting daylight saving were unanimously adopted. About all the leading growers around Boston to my personal knowledge belong to one or the other of these bodies. Can this opponent of the proposed change name a single florist or agricultural body which has placed itself on record as against daylight saving?

There are always exceptions to every case, no matter how excellent, and I don't for one moment doubt that growers are to be found who oppose the proposed reform, but I have studied this matter very carefully and talked it over with a great many of our largest and best growers and everyone agrees that they favored daylight saving.

The statement that rose growers opposed the plan as they had to cut buds tighter in the afternoon is not very convincing; the fact is lost sight of that this is more than offset by the earlier attention the flowers will get in the morning under the new plan, at least that is the way it appeals to large growers like W. H. Elliott.

What outdoor crops are there that the florist grows which are in any way harmed by daylight saving? The two principal arguments advanced against this measure are deceptive. As I happen to have occasion to handle 75 tons of hay each year and 100 tons of silage, besides growing some acres of vegetables and fruit trees, not to mention flowers at all, and use on an average two tons of poison in fighting insect pests, I can speak from practical experience and state that with

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WORCESTER, MASS.

greatly depleted help and other handicaps, daylight saving has not hindered our work. When your correspondent continues "that those who are in favor of it are, generally speaking, in favor of it purely through selfish motives," he shows an effrontery and ignorance truly pitiful. Might not anyone just as accurately state that the small majority opposing daylight saving are selfish for opposing what 90 out of 100 people demand?

It would be better if we had a national law for daylight saving rather than have various states and cities adopt it. Our Washington politicians are too busy trimming their fences for next November's elections to give much consideration to measures of this kind, but a national daylight saving will yet call and I venture to say none will appreciate it more than your critical correspondent, and he can rest assured that railroads will be very glad to adapt their time tables to what the overwhelming mass of the people demand.

More than double the population of the United States lives under daylight saving law in Europe. Great Britain is making it a permanent reform by Act of Parliament after using it twice as long as we have. France now uses it from February 1 to October 25, and

other European countries are continuing it because it increases production, decreases fuel consumption and makes for the physical betterment of their people. Out of 2171 physicians polled in Massachusetts, 1917 favored daylight saving and only 254 opposed it, a good proportion of the latter country physician, and giving as their reason that "farmers are opposed." Only thirty-five physicians are of the opinion that it interferes with children's sleep. Isn't such testimony worthy of some consideration? Would your correspondent so far "talk through his hat" as to state that they also favor the measure "purely through selfish motives?"

W. N. CRAIG.

Faulkner Farm,
Brookline, Mass.

The following have been elected members of the Indiana State Florists' Association: Thomas Affleck, Indianapolis; Frank D. McConnell, Booneville, and Fred and Norman Hukriede, Indianapolis.

OPPORTUNITY

Would like to get in communication with a party who has a vacant range of glass on a private estate and wishes to run it as a paying proposition. Address D. G. care of HORTICULTURE.

THE BEST FLORISTS' DAHLIAS.

J. K. Alexander Gives the Result of His Experience.

With constant improvement in the form of the dahlia, it is gaining rapidly as a florists' flower, and proves to be one of the most reasonable for the florist to produce.

They blossom in the fall, when most other flowers have ceased to bloom, and the newer creation seems to take well for home decoration, and makes up well in pieces.

"Maude Adams" of the old double form, seems to be the most popular from every stand point, producing its blossoms in great abundance, and being a very popular color, pure snowy white, daintily overlaid a clear delicate pink.

"Madonna" seemed to take among the best in the Boston market last fall, it being entirely different from the double type, with long quilled and curling petals. It is not pure white, but the touch of delicate lavender-pink adds greatly to its value in floral work.

The finest scarlet on the market is "Mina Burgle," a perfect decorative dahlia, with good stems, good habit, and the brilliant crimson-scarlet one wants in a good bright color. It is far superior to the well known "Lyndhurst," being more brilliant, larger, and more abundant with its blossoms.

In Hybrid Cactus Dahlias "Bianca" seems to be a marvel, giving us stems of length and stiffness, which has prevented the Cactus Dahlia from being anything exceptional as a cut-flower.

It is a rose-lavender with a shading towards white in the center, the first impression being soft lavender-pink.

Another good Hybrid Cactus Dahlia that comes from Holland, and is the best white of the new varieties is "Mrs. Warneer," a large Peony-Cactus. Late in the season it shows the beautiful golden yellow center.

"Storm King" will always be the popular white double, and leads all the others; although White Swan and Robert Broomfield are still considered good by many florists. All three are reasonable in price, making them popular.

On the salmon-pink and autumn shades, that seem to be so popular "Hortulanus Fiet" is one of the most desirable among the giant decoratives. It has won a favorite place in many gardens already, and promises to have a great future.

For an early blossoming variety "Frank A. Walker" seems to lead them all. It is a new decorative, of lavender-pink, and has been my first dahlia to blossom for several years. It is not only an early but a continuous bloomer, and has good long stems.

Among the true Peony-flowered dahlias the fluffy pure white "Queen Wilhelmina" is a continuous bloomer, and in pink "Rose Gem" which is new, promises to be fully its equal.

A banquet will be held at the Parker House next Wednesday evening at 6 o'clock, to be attended by people interested in horticultural matters who are called to Boston by the spring show at Horticultural Hall. Mr. Wilson of the Arnold Arboretum will preside. The tickets will be \$5.00 each.

FLORISTS IN BRAZIL

Greenhouses Are Just Being Introduced in That Country.

A writer for the Horticultural Trade Journal, the English paper, has been making a trip through Brazil and writes entertainingly about conditions in the flower industry there. Among other things he says:

"Last but by no means least I must mention the Flower Trade. Where there is wealth there is luxury, and where there is luxury there are flowers. There is no doubt about the wealth of Brazil and this seems reflected in the love of flowers. The whole culture of flowers is in the open, practically no glass is at present found in Brazil. One or two of the most up-to-date men are, however, just making the discovery that they have to go in for glass if they wish to keep ahead of their competitors, and I think the next few years will see a great change in the mode of cultivation. There appears to be no wholesale growers as we understand the term, the smaller florist sells his goods at home or at the stalls of a small flower market, which is to be found in the largest cities, but where the bulk of the business is retail.

"All the larger growers produce flowers for their own shop or shops exclusively, and as their aim seems to be to grow enough to satisfy the demands on exceptional days, they appear to have a lot of waste on sale on ordinary days. The prices charged are, however, such that they can stand a lot of waste and yet do handsomely. Much money is spent for floral work in times of joy as well as sorrow.

"I happened to be at San Paulo for "All Saints Day," when there is not a grave left without its flowers, and when there is not a florist in the country who does not work overtime, most of them pegging away the last 36 hours at a stretch. In this town I also saw many designs executed in exquisite style, of which some of our best florists need not be ashamed. The flowers grown are in the order of their respective importance, as follows: Roses, Carnations, Gladiolus, Orchids, Watsonia, Lilium longiflorum, Callas, Violets, Dahlias, Chrysanthemums, Hydrangea hortensis, Gardenias, Scabiosa (Annual), Shasta Daisies, Amaryllis, Camellias, Stocks, Asters, and various other things in smaller quantities; Asparagus plumosus, Sprengerii and Lutzii as well as Adiantum are grown in quantity also, the last shaded in lathe-sheds."



Show Dahlia Helen Hollis

RAMBLING OBSERVATIONS OF A ROVING GARDENER

I am interested to note that the American Seed Trade Association is to launch a campaign similar to that carried on for the past two years by the American Nurserymen's Association to increase the planting of flower seeds. The Association has organized a National Garden Bureau which will have headquarters in Chicago and a publicity manager who will carry on an advertising campaign as well as secure the publication of the garden articles in papers and magazines the country over. An effort will be made also to obtain the support of Garden clubs and educators. With all the different branches of horticulture working for the common interest of making America bloom from ocean to ocean, the demand for horticultural products of all kinds ought to be widely increased.

And quite apart from the commercial end of the campaign, it will be a matter of satisfaction to flower lovers everywhere to find more gardens being made and more flowers grown, for a country filled with flower growing enthusiasts is more likely to escape the dangers incident to great social upheavals.

I notice that Conard & Jones in their catalogue for 1920 are listing the so-called German iris under the name of Fleur de Lis or Liberty iris. A change of this kind was warmly advocated during the war, just as many growers thought that Frau Karl Druschki and other roses with German names should be rechristened. It will be interesting to learn how many of the other growers follow this cue as regards the iris. Really there is no reason why it should be called German, for it is just as much a native of France, but when conditions settle back into the old rut, it is sometimes difficult to carry through an innovation of this sort.

I also find that Conard & Jones are listing the new iris Sherwin Wright, which was introduced by Dreer from England just before the war. Probably no other iris has so perfect a golden-yellow hue, so that it becomes most desirable for garden culture.

On several occasions I have had something to say about seedsmen who have gotten out catalogues of unusual beauty. Now I wish to pay a tribute

to the skill and good taste of Richard Diener Co., of Kentville, Cal. While Mr. Diener's catalogue is not a large one, and is confined to comparatively few subjects, namely, gladioli, dahlias and petunias, it is a veritable work of art. The colored illustrations, and especially those of the frilled petunia Earl of Kentfield, can hardly be surpassed. The colored illustration of Diener's Ruffled Monster Petunia on the front cover is splendidly done, and the individual reproductions of gladioli forming a full page centerpiece constitute a very unusual feature of catalogue embellishment. Altogether the catalogue is one of which Mr. Diener may well be proud.

THE MARKET

During the past week the market has stiffened perceptibly, which has brought about an easier feeling all along the line. The way prices tumbled the week before was most disconcerting. But there is every evidence that there will be a general rallying from now until Easter. This doesn't mean that flowers are short or prices high, however. As a matter of fact, the market in all the cities reporting is thoroughly well supplied. Prices do not differ greatly from those of a week ago.

Roses in Boston are selling from \$4.00 to \$20.00, which in the poorer grades is a little below that of some other cities, especially Pittsburgh. Ophelia and Columbia are selling well towards the top when the quality gives them an opportunity. As it happens,

high quality has not been a strong point in roses this season. In most of the markets carnations sell freely at six cents. Callas have dropped to the low point of \$1.00 and \$2.00 a dozen, with a somewhat higher price for very fine cuts. The big old-fashioned callas do not seem nearly as attractive as in former days when compared with the neater Godfreys which will soon have the market alone. Sweet peas have sold as low as 50 cents in Boston.

Snapdragon in Boston and in other markets run from 75 cents to \$3.00. Practically none have been offered in Pittsburgh the past week. Freesias are getting scarce and Stevia is gone. Violets show no improvement. You can buy plenty of them at 50 cents, although they are commonly rated at \$1.00. Daffodils and tulips are being offered sparingly and sell readily.

BOSTON

The regular meeting of the Boston Gardeners' and Florists' Club was held in Horticultural Hall, Tuesday night. The attendance was not large, but those present were given a very interesting talk by Mr. John Watson, of Princeton, N. J., secretary of the National Nurserymen's Association. Mr. Watson, who is an unusually easy, pleasant speaker, talked freely about the present nursery conditions, and dwelt especially on the handicap created by quarantine 37. He said that if the present tendency was not checked the chances are that before long there would be so many quarantines between the states that it would be difficult if not impossible to carry on the nursery business at all. He thoroughly believed that some active effort should be made to check this disposition on the part of the state authorities to pile on quarantine measures on the slightest excuse.

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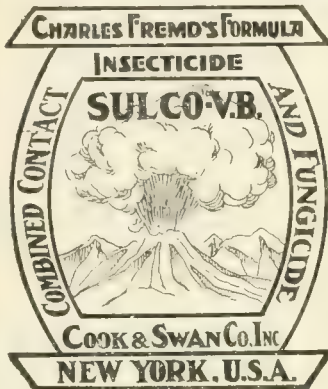
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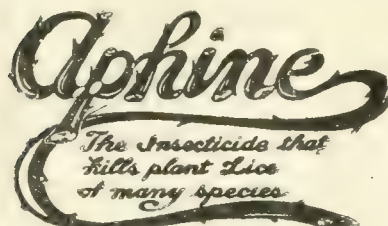
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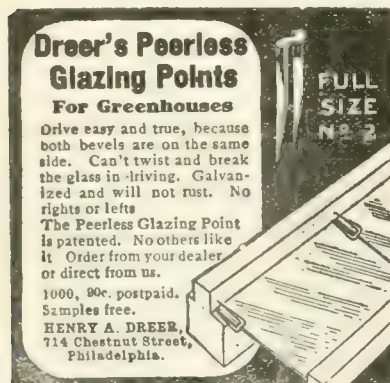
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HORTICULTURE

Vol. XXXI

MARCH 27, 1920

No. 13

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Three Inch Pot Plants Ready for Immediate Shipment.

King Humbert\$6.50 per 100
Mrs. A. Conard..... 6.50 per 100
Rosa Gigantea 6.50 per 100
Fire Bird 6.50 per 100

Other Standard Varieties as listed in our catalogues at \$5.00 per 100.

ALTERNANTHERAS; ALYSSUM, Double Giant and Dwarf; BEGONIAS; LOBELIA, Crystal Palace Gem; HARDY ENGLISH IVY; LANTANAS, assorted; HELIOTROPE; MOONVINES; VINCA, Variegated. 2-Inch. \$2.75 per 100, \$25.00 per 1000.

Send for Catalogue Cash With Orders

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WHITE MARSH, MARYLAND

Henry H. Barrows

FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY

CHRYSANTHEMUMS

MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE, PENN., U.S.A.

Robert Pyle, Pres. Antoine Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

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BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied
Price list now ready

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WHOLESALE AND RETAIL

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Improved Styles in Implements
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BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

GARDENING FOR WOMEN

Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2-August 28
Write for Circular

SCHOOL OF HORTICULTURE

Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H.

Department

NATIONAL PUBLICITY CAMPAIGN.

At a meeting of the Publicity Committee held in New York on March 18, the Committee gave instructions that arrangements be made to cover magazine advertising until September to the extent of \$20,000. This was an amount much less than it was anticipated could be spent as funds had not come in as the committee had a right to expect they would. They believed, however, that the slogan "Say it with Flowers" could be maintained, special flower days taken care of, and impetus given to regular daily business with a proper use of the money. They had hoped to have had twice as much available at this season, and they would have had it had the now very large army of non-subscribers responded to the appeals so constantly made to them.

There was a very large attendance of the trade at the flower show held in New York during the week the Publicity Committee held its meeting. The campaign work was the subject of conversation among the many little groups gathered at different times in the Grand Central Palace, and it was generally agreed that it was wrong to call one who had subscribed to the Publicity Fund a contributor, he should be called an investor, because his subscription was an investment rather than a contribution. All were greatly pleased at the result of the campaign so far, and expressed themselves as willing to go the limit in their support.

The Von Tilzer song, "Say it with Flowers," is now, we are informed, to go out as a phonograph record through one of the big companies. Judging from its reception everywhere, as a vocal number, the sale for it as a record should be large, and the publicity for the slogan immense and lasting. This is only one of the sources for publicity of a valuable sort which our committee has been able to promote, and which costs us practically nothing.

Have you thought anything of our billboard proposition yet? Spring is here, and the ground is being opened everywhere. Very shortly that never ending line of travel past your establishment, if you are on a good highway, will begin to move for the season, and a billboard properly displayed would add to our publicity a good deal, and, incidentally, identify

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

Send For Our Catalogue.

J. M. THORBURN & CO.

53 Barclay Street
Through to 51 Park Place
NEW YORK CITY

THE HOUSE OF KELWAY

Has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

GIGANTEUM & HARDY LILLIES

GLADIOLUS CANNAS

AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

175 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR

CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS
RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

T. R. BEGONIA BULBS immediate shipment.

For Fall Shipment

LILIUM GIGANTEUM, FREESIAS and CALLAS, FRENCH and DUTCH BULBS, Etc.

Immediate Shipment

BAMBOO STAKES, RAFFIA, Etc.

Write for prices stating your requirements.

McHITCHISON & CO. 95 Chambers St.
NEW YORK

you as an up-to-date florist. About one hundred signs have already been placed, and there are more to go out.

The cost of a sign is \$50, and is well worth the money if used only to hide a bit of unsightliness.

JOHN YOUNG, Secy.

1170 Broadway, New York.

MEETING OF NATIONAL PUBLICITY COMMITTEE.

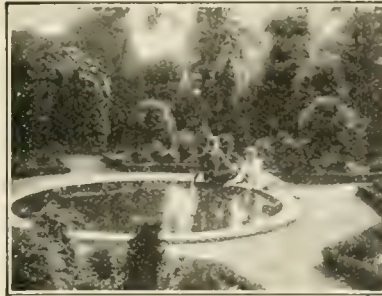
A meeting of the Publicity Committee was held at the offices of the Society, 1170 Broadway, New York, on Thursday afternoon, March 18th, at which were present Chairman Henry Penn of Boston, Mass., George Asmus, Chicago, Ill., C. C. Pollworth, Milwaukee, Wis., Wallace R. Pierson, Cromwell, Conn., J. P. Ammann, Edwardsville, Ill., Major P. F. O'Keefe, Boston, H. V. Swenson, Chicago, and Secretary John Young, New York.

Major O'Keefe submitted a copy for a broadside, which, meeting the approval of the Committee, he was authorized to send out.

Mr. Asmus moved, and the motion was seconded by Mr. Ammann, that the sum of \$20,000 be appropriated for advertising in the magazines during the period ending with September. A roll call vote was taken on the motion, and it was carried unanimously.

to make the necessary arrangements.

Mr. Swenson was given the floor to explain a proposition he had made to handle all the dealers' helps used in the campaign from his office in Chicago, including a drive on the stickers, posters and folders for Mothers' Day. After some discussion, Mr. Ammann moved that Mr. Swenson's proposition be accepted; that all the Promotion Bureau stock be turned over to Mr. Swenson at his Chicago office, and that he should render to the Secretary promptly each week an account of all sales made; and that the Secretary, or other authorized person, have access to sales records at any time for the purpose of checking accounts; that Mr. Swenson shall also submit at the annual meeting of the Publicity Committee a regularly audited report in detail covering sales and royalties due for the year's work; and that on the twentieth day of each month Mr. Swenson shall forward to the Secretary's office all monies collected on account of sales; and that a committee of three be appointed to draw up a contract with Mr. Swenson on the terms arranged. The motion was seconded by Mr. Pierson and carried. It was also arranged that Mr. Swenson handle this business under the style "Florists' Publicity Service Bureau of the S. A. F. and O. H.," and that all cheques be made payable to the Bureau.



Garden Bordered with Box-Barberry. Electros of this illustration Free with order of 1000 if requested.

BOX - BARBERRY

Well rooted dormant summer frame cuttings ready to set direct into the nursery without further expense.

\$65.00 per 1000

Many Leading Catalog Firms Will List Box-Barberry Next Season.

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.

New Haven, Conn.

SEND FOR TRADE BULLETIN.

We are Headquarters for the BEST OF EVERYTHING

IN

VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties

Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue

CARTERS TESTED SEEDS, Inc. 166 Chamber of Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK

that is well grown, well dug and well packed

Send to the BAY STATE NURSERIES

Wholesale and Retail

NORTH ABINGTON, MASS.

New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.



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Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

SEASONABLE OFFERINGS

GLADIOLUS BULBS

America, Augusta, Halley, Mrs.	1000
Francis King	\$35.00
Mrs. Watt, Chicago White, Peace	45.00
Brenchleyensis, Fire King	30.00
Mrs. Frank Pendleton, Niagara	50.00
Baron Hulot	60.00
Panama	60.00
Schwaben	70.00

FOR PROFIT BUY PRIMULINUS HYBRIDS. WE HAVE THEM IN QUANTITY AND OF BEST SELECTION

Don't forget PRIMULINUS HYBRIDS average two to three blooms per bulb and are quick sellers in the market.

Fancy	\$30.00 per 1000
Regular	\$20.00 per 1000

MISCELLANEOUS

- AGERATUM**, Stella Gurney. R. C., at \$1.50 per 100, \$12.00 per 1000.
- ASPARAGUS Plumosus** and **Sprengeri**. Seedlings, \$1.25 per 100, \$10.00 per 1000; fine 2½-in. pots, \$5.00 per 100, \$45.00 per 1000; fine, 3-in. pots, \$10.00 per 100, \$95.00 per 1000.
- CINERARIA Hybrida**. Half dwarf, 2½-in., at \$3.00 per 100, \$65 per 1000; 3-in., \$12.00 per 100.
- COLEUS**, Rooted Cuttings. All the standard and fancy varieties, such as *Verschaffeltii*, *Golden Bedder*, *Queen Victoria*, *Fire Brand*, *Beckwith Gem*, *Yellow Trailing Queen*, at \$12.00 per 1000; *Brilliance*, *Salvator* and *Pink Trailing Queen*, at \$20.00 per 1000. Any varieties of fancy **COLEUS** that you want tell us. Our growers can supply anything that is good.
- CYCLAMEN SEEDLINGS**. Three leaves, assorted varieties of a high-grade strain, \$8.00 per 100, \$75.00 per 1000; separate varieties, \$10.00 per 100; 2½-in. pots, \$12.00 per 100; 2¼-in. pots, selected, \$15.00 per 100.
- FUCHSIA**, Rooted Cuttings. Mixed, best varieties, \$2.50 per 100, \$20.00 per 1000.
- GODFREY CALLAS**. 3-in., \$10.00 per 100.
- FERNs**, Boston and Whitmani, 2½-in. pot-grown, \$7.00 per 100, \$65.00 per 1000.
- BENCH BOSTON and VERONA**. Ready for 4½-in. and 5-in. pots, \$25.00 per 100.
- LATANIA Borbonica**. 3-in. fine stock, \$12.50 per 100.
- DOUBLE or SINGLE PETUNIAS**. Rooted Cuttings at \$2.50 per 100, \$20.00 per 1000. Our stock of **Double PETUNIAS** comprises ten colors, all distinct, also an A1 variety of **Single Mixed**, as well as *Rosy Morn*, separate.
- PRIMULA Obconica**. 3-in., at \$10 per 100.

NEW ROSES

Frank W. Dunlop and **Madame Butterfly**. Own Root: \$35.00 per 100, \$82.50 per 250, \$150.00 per 500, \$300.00 per 1000, \$725.00 per 2500. Grafted: \$42.50 per 100, \$101.25 per 250, \$187.50 per 500, \$375.00 per 1000, \$912.50 per 2500. From 2½-in. pots.

Premier. Own root, 2½ in., \$20.00 per 100, \$175 per 1,000. *Ophelia*, \$15.00 per 100, \$120.00 per 1,000.

BONNAFFON SOIL CUTTINGS

Immediate Shipment

If you want to change or improve your strain, get some of these now. you can work up a fine lot of stock and this is from a particularly healthy strain, no midge and no blind plants, well rooted stocky cuttings at \$16.00 per 1000.

HARDY LILIES

Album, **Auratum**, **Magnificum**, 8/9-200 to the case, 9/11-125 to the case, at \$30.00 per case.

CHRYSANTHEMUM CUTTINGS.

Barbara Davis, **White** and **Golden Chadwick**, **Chadwick Supreme**, **Golden Mistletoe**, **Indian Summer**, **Yellow** and **White Turner**. Rooted cuttings, \$5.00 per 100, \$40.00 per 1000. From 2¼-in. pots, \$7.00 per 100, \$55.00 per 1000.

Where packing charges are made against us we will add them at cost.

NEW POMPONS.

- Becky McLane**.—Thanksgiving Bronze.
- Christmas Gold**.—Golden-yellow button for Dec. 1st and later.
- Cometa**.—Dark rose, shaded magenta.
- November Pearl**.—A new November flowering daybreak pink.
- Ourray**.—Best early bronze.
- Uvalde**.—A large pure white, maturing Oct. 10th.
- Vasco**.—Golden-yellow, flowering Oct. 15th and one of the very best for sprays.
- White Gem**.—Pure white button, very free and ready for cuttings Nov. 15th.
- All the above, rooted cuttings, \$8.00 per 100; 2¼-in. pots, \$10.00 per 100.

CARNATION CUTTINGS

In the sand, well rooted, ready to go out the day your order comes in. 2000 **Beacon**, \$6.00 per 100, \$50.00 per 1000. 5000 **Matchless**, \$5.00 per 100, \$40.00 per 1000.

CANNAS

Sound 2-3 eye roots.

All varieties green foliage unless otherwise noted.

	100	1000
King Humbert , bronze foliage, orange red	\$7.00	\$60.00
Yellow King Humbert , yellow, spotted red	3.50	30.00
Goldbird , buttercup yellow	5.00	45.00
Firebird , large fire red	8.00	75.00
Petoh , best white	6.00	50.00
Meteor , deep crimson	3.50	30.00
Orange Bedder , orange with scarlet markings	3.50	30.00
Panama , red with yellow edge	5.50	50.00
A. Bouvier , rich velvety crimson	3.50	32.00
Florence Vaughan , golden yellow, spotted red	4.00	35.00
Gladiator , large bright yellow, spotted crimson	3.50	32.50
Mme. Crozy , crimson-scarlet, yellow edge	4.00	35.00
Mrs. A. Conard , salmon pink	7.50	70.00
Richard Wallace , canary yellow	4.00	35.00
Rosea Gigantea , gigantic rose pink	7.50	70.00
Venus , soft rose pink, yellow border	4.00	35.00
David Harum , bronze foliage, bright vermillion	4.50	40.00
Egandale , bronze foliage, cherry red	4.00	35.00
Wyoming , bronze foliage, bright orange flowers	4.00	35.00
Robusta Grandiflora , bronze foliage, mammoth, heavy growing	5.00	40.00
Brandywine , bronze foliage dazzling red, spotted with crimson	3.50	30.00
Hungaria , favorite pink bedding variety	5.00	45.00
Winter's Colossal , largest flowered variety, brilliant scarlet	4.00	35.00

Caladium Esculentum 7/9	\$10.00	\$90
9/11	18.00	150
Tube Roses , Excelsior Pearl 4/6	\$5.00	\$45
Mammoth	6.50	60

FLORISTS' SEEDS

High Grade Stocks for the Commercial Florists' Use

ASPARAGUS PLUMOSUS NANUS —Mass, greenhouse grown:	
1,000 seeds	\$3.00
5,000 seeds	14 00
10,000 seeds	25 00
ASPARAGUS SPRENGERI :	
1,000 seeds	\$1.15
5,000 seeds	5 00
AGERATUM . Blue Dwarf Imperial . White Dwarf Imperial . Blue Dwarf Little Dorrit , tr. pkt., 25c.; ½ oz., 50c.; 1 oz., \$1.00.	
Little Blue Star , tr. pkt., 50c. Blue Perfection , tr. pkt., 30c.; ½ oz., 75c.; 1 oz., \$1.50.	

ALYSSUM. **Little Dorritt**, best dwarf variety for baskets and bedding, tr. pkt., 30c.; 1 oz., \$1.00. **Little Gem**, tr. pkt., 20c.; 1 oz., 50c.; ½ lb., \$1.50. **Saxatile Compactum** (yellow), tr. pkt., 35c.; 1 oz., \$1.50.

ASTERS; ask for our List and Prices. New seed carefully selected of the best market varieties.

BEGONIA. **Erfordai**, **Luminosa**, **Prima Donna**, **Semperflorens** (white), tr. pkt., 50c.; oz., \$1.00. **Vernon**, tr. pkt., 20c.; oz., 50c.

CALENDULA. **Orange King**, greenhouse selected seed of a wonderful strain, ¼ oz., 50c.; oz., \$1.50. **Lemon Queen**, best light yellow, ¼ oz., 50c.; oz., \$1.50.

CANDYTUFT. **Giant White Perfection**, tr. pkt., 35c.; oz., \$1.00. **Pure White Giant Hyacinth-flowered**, ¼ oz., 25c.; oz., \$1.00; ¼ lb., \$1.50. **Purple**, light pink, rose pink or finest mixed, ¼ oz., 25c.; oz., 75c.

CENTAUREA IMPERIALIS. **White**, **Ilac**, rose pink and purple, tr. pkt., 25c.; oz., \$1.50. **Candidissima**, tr. pkt., 50c.; oz., \$2.50. **Gymnocarpa**, tr. pkt., 25c.; oz., \$1.00. **Double**, true deep blue (*Bachelor's Button*), tr. pkt., 50c.; oz., \$1.25.

COBEA SCANDENS. **Purple** and **white**, tr. pkt., 25c.; oz., 80c.

COSMOS. Special strain of New England selected seed. **Mammoth**, shell pink, **Lady Lenox**, pure white, **Crimson**, tr. pkt., 25c.; oz., 80c.

DELPHINIUM, **Totty's** selected Hybrids, a truly wonderful collection, ¼ oz., \$2.00; ½ oz., \$3.50; oz., \$6.00. **Formosum**, dark blue, **Belladonna**, turquoise blue, tr. pkt., 30c.; oz., \$1.00.

DRACAENA INDIVISA. ¼ oz., 25c.; oz., 75c.

GAILLARDIA (annual), tr. pkt., 20c.; oz., 75c.

LOBELIA, **Crystal Palace Compacta** (dark blue dwarf), tr. ukt., 35c.

LUPINUS (annual), blue, scarlet, yellow and blue, finest mixed, tr. pkt., 25c.; oz., 75c.

MARIGOLD. **Little Brownie**, dwarf, **Quilled Orange**, tall, ¼ oz., 25c.; oz., 75c.

PHLOX, **Drummond**, **Grandiflora**, pure white, scarlet, blood red, pink, yellow, tr. pkt., 30c.; ½ oz., \$1.00; oz., \$2.00.

SALPIGLOSSIS, valuable summer cut flower; violet, dark scarlet, purple, brown with gold, yellow, light blue with gold, finest mixed, tr. pkt., 50c.; ½ oz., \$1.00.

SALVIA. **America**, tr. pkt., 50c.; ¼ oz., \$1.50; oz., \$5.00. **Splendens**, tr. pkt., 30c.; ½ oz., 80c. **Bonfire** (*Clara Bedman*), tr. pkt., 40c.; ½ oz., \$1.50. **Zurich**, tr. pkt., 75c.; ½ oz., \$2.00.

SCABIOSA. **White**, daybreak pink, yellow, red, **King of the Blacks**, violet, tr. pkt., 30c.; ½ oz., 75c.

SCHIZANTHUS, **WISETONENSIS**, shades of brown, tr. pkt., 50c.

SNAPDRAGON, greenhouse varieties:

Keystone, **Ramsburg's** and **Buxton's Silver Pink**, tr. pkt., \$1.00.

Nelrose, **Phelps White** and **Yellow Enchantress**, tr. pkt., 50c.

Half Dwarf Varieties, best for bedding and summer cut-flower purposes—white, golden yellow, rose pink, carmine, tr. pkt., 35c.; ½ oz., 60c.

STOCKS, large flowered **Ten Weeks dwarf**, blood red, rose, yellow, dark blue, white, mixed, tr. pkt., 50c.; ½ oz., \$2.00. **Beauty of Nice**, flesh pink, rose, white and lavender, tr. pkt., 75c.; ¼ oz., \$1.50; oz., \$5.00.

VERBENA, **Boston Mammoth** strain, blue, pink, scarlet, white and mixed, tr. pkt., 30c.; ¼ oz., 65c.; ½ oz., \$1.00.

L. J. REUTER CO.

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Brokers

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HORTICULTURE

Vol. XXXI

MARCH 27, 1920

No. 13

THE TALK OF THE TRADE

It is interesting to follow some of the experiences of chrysanthemum growers in fighting midge. I have been fortunate in being able to look over a lot of mighty nice chrysanthemum stock handled by a grower who uses every precaution possible to keep this trouble in check. I have come to the conclusion, however, that speaking in a general way a grower is not entirely safe in thinking that he is absolutely clean and free from this pest. You may not see any evidence of it; you may look very carefully and find no trace whatsoever, but the only safe thing to do is to continually fumigate during the entire year. Use cyanide if you wish, but don't think that a good strong dose today and another a month from now will answer the purpose; it won't. Fumigate often and continually.

Tobacco paper or the nicotine extracts on the pipes or burned by the use of lamps are very satisfactory. Again I say you must keep at this fumigation, and when I tell you that in two or three days this insect will develop to its mature age and be able to deposit eggs, you will understand that this is important.

I know of one grower who fumigates his stock plants every second night. Another interesting point is that midge is easily killed, more so than aphids. This is proved by the fact that at times you will find the aphids on chrysanthemums alive and healthy and the midge killed. As I said before, don't think that at any time your stock is entirely free. Keep up the fumigation and you will keep your stock in such condition that it will produce results and you will not get

into any trouble if you sell cuttings. If you buy cuttings, give them the same careful attention. In a nutshell this all means that the midge on chrysanthemums does not need to be feared to the extent that you should throw your stock away if you find it is infested. Clean it out and keep it so and you will be all right.

Another interesting point. Some have thought that growing chrysanthemums out of doors and carrying them over winter would eliminate this trouble. Of course, all varieties will not winter over out of doors, but some will, and it is those I have in mind. This outdoor treatment will by no means assure you of having no midge. As this insect deposits eggs below the ground as well as above, it would seem that freezing does not kill the eggs, so that means again the one simple cure and preventative, continuous fumigation.



A House of Cattleyas

GROWERS ORGANIZE.

Largely Attended Meeting Held in Boston.

The growers of New England east of Worcester, Mass., met in the American House, Boston, on Tuesday evening, to consider the formation of a local branch of the National Growers' Association to be formed at the meeting of the Society of American Florists in Cleveland next August. About 60 growers were present and much interest was shown.

Mr. W. C. Stickel acted as temporary chairman and introduced Mr. J. Fred Ammann, the National secretary. Mr. Ammann spoke at considerable length, outlining the plan of the new organization and the reasons for its formation. He said among other things that all other industries were organizing, that labor was organizing, and they would have to organize in order to combat organized labor in the future or they would lose their help who would enter other skilled trades. This is the only organization started which has been unanimously endorsed by the Executive Board of the S. A. F. Mr. Ammann also said that 90 per cent. of the capital of the florist business was invested by the grower, and that 90 per cent. must be protected.

The country is to be divided into twenty locals, each local to have a representation of five men. Mr. Ammann said that they would also make it their business in the future to have the association endeavor to stop quarantines, etc., in the embryo state in Washington before they got their growth.

Mr. Wallace R. Pierson was next introduced by Mr. Stickel and among other things said, "We are facing state regulation of shipments of plants—and even flowers that should not be state regulated. New England and New York State quarantined by Illinois owing to the presence of corn borer when the Department of Agriculture has issued a bulletin proving that it has done little to harm the corn crop, and that the scare is subsiding and its presence has never been recognized in any state excepting Massachusetts and New York. To include not only field grown chrysanthemums but greenhouse grown is ridiculous, and perhaps Gov. Lowden has been ill-advised, and I trust that this radical embargo was not a pull for votes from the Corn belt, regardless of whether the florists liked it or not, because we are few and they many. If it were justified, yes by all means, but not necessary according to the evidence. These matters are local and should be fought by local organizations; and a branch of our organiza-

tion from Illinois would no doubt be listened to by the growers of Illinois.

This organization wants every producer of flowers and flowering plants in America to join hands and work for the betterment of the industry, and to build so well that the industry will continue to live and prosper, and that our product may continue to make the world better to live in, and that the world may have the blossoms they love in season and out of season, and continue to "Say it with Flowers."

The temporary organization was then formed with the following officers: W. C. Stickel, chairman; Andrew Christensen, Secretary; Frank Edgar, Treasurer; George Elliott, A. S. Parker, Thomas Roland, Herman Bartsch and Samuel Goddard, committee on organization and by-laws, and this committee was pledged to attend the Cleveland convention.

After the meeting, 37 of those present signed as members

CHARTER MEMBERS, BOSTON

Norris F. Comley, Burlington, Mass.
Arthur S. Parker, Stoneham, Mass.
J. F. Gibbs, J. C. Gibbs (Gibbs Bros.),
231 Union St., Lynn, Mass.

Neal E. Boyle, 347 Salem St., Malden, Mass.

Harold A. Ryan, 581 Mt. Auburn St., Cambridge, Mass.

William Sim, Cliftondale, Mass.

Frank J. Dolansky, Lynn, Mass.

M. W. Farr, 59 West St., Reading Mass.

S. J. Goddard, Framingham, Mass.

Wm. Hannan & Son, 417 Codman St.,
Dorchester, Mass.

J. Frank Edgar, Waverly, Mass

Jelle Roos, Milton, Mass.

Robert R. Wolker, Mansfield, Mass.

John Zeestraten, Mansfield, Mass.

George T. Elliott, W. H. Elliott &
Sons Co., Brighton, Mass.

W. W. Edgar Co., H. H. Bartsch,
Pres., Waverly, Mass.

Peter Fisher, Ellis, Mass.

Edw. F. Norberg, Magoun St., North
Cambridge, Mass.

Janiten & Kunan, 144 Warren St.,
Arlington, Mass.

J. K. Chandler, Tewksbury, Mass.

E. W. Hutchinson, Lexington, Mass

Wm. T. Walke, Salem, Mass.

G. W. Hilliard, Exeter, N. H.

R. E. Wadsworth, Northboro, Mass.

A. Sorenson, Marlboro, Mass.

Gordon Fisher, 58 Wyman St.,
Woburn, Mass.

John E. Nelson, Prospect St., Fram-
ingham, Mass.

Chas. H. Rice, Bedford St., Lexing-
ton, Mass.

Chester L. Paine, 90 High St., Ran-
dolph, Mass.

F. W. Holbrow, 303 Harvard St.,
Dorchester Center, Mass.

Andrew Christensen, Stoneham,
Mass.

Edward Winkler, Wakefield, Mass.

W. D. Howard, Milford, Mass.

C. S. Andem, Putnam, Conn.

Harvey Whittemore, Worcester Lane,
Waltham, Mass.

Thomas Roland, Nahant, Mass.

Charles S. Strout, Biddeford, Me.

At a recent meeting of the Southampton, N. Y. Horticultural Society, officers for the ensuing year were elected as follows: S. R. Candler, Supt. R. L. Patterson Estate, president; Geo. H. Campbell, Supt. Goodhue-Livingstone Estate, vice-president; James Dickerson, Supt. A. M. Hoyt Estate, secretary; Fred Marshall, Supt. James L. Breese Estate, treasurer; H. H. Wells, recording secretary. The society's annual flower show will be held on the park grounds at the head of Lake Agawam on July 28 and 29.

Mr. Ernest H. Wilson, assistant director of the Arnold Arboretum, in Boston, lectured before the Orange and Dutchess County Horticultural Societies in New York last week, on "Flowers and Gardens of Japan." The lecture was held at the Colonial Club.

CEDAR ACRES GLADIOLI and DAHLIAS

Booklets Free

B. HAMMOND TRACY, Inc., Wenham, Mass.

Boston's Flower Show

One of the Most Notable Ever Held in America

The show which opened at Horticultural Hall in Boston Wednesday noon and which will continue through Sunday is the greatest of the kind ever staged in this country. Never before has so large an exhibit of orchids been made in America as that which filled the lecture hall and which come from the estate of Albert C. Burrage at Beverly. More than two hundred genera and fully two thousand varieties are represented in this exhibit. Supplementing the Burrage display is another in the main hall staged by Julius Roehrs of Rutherford, N. J. The Burrage collection is unique not only because of its magnitude but also for the remarkable way in which it has been arranged. A series of tall, round supports have been covered with bark to make them resemble the trunks of trees, and the orchids which naturally grow on trees have been placed with such skill as to rival nature itself. At the top of each tree trunk is a bird cage containing a sweet singing songster.

Many other orchids have been arranged around the sides of the hall, one enormous bank of flowers attracting special attention. There is no opportunity for detailed description. Suffice it to say that among the orchids shown are many of the rarest and most costly varieties in cultivation.

Of course the show is not confined to orchids, by any means. Even without the orchids it would be well worth visiting, but in connection with them

it becomes one to remember as long as the Massachusetts Horticultural Society shall exist. Among the outstanding features is the display of Kurume Azaleas on a platform in the middle of the main hall. Never again, it is safe to say, will it be possible to view in this country so large a collection of these magnificent plants, a hundred and twenty in number, with more than fifty named varieties, which Mr. E. H. Wilson, assistant director of the Arnold Arboretum, brought back from Kurume, Japan, last year. They are being exhibited by the Arnold Arboretum, for which institution they were secured after long negotiations. These azaleas are remarkable for their delicate colors and for their uniformity in size and shape. Professor Sargent's skilful gardener, Mr. Sander, received many congratulations on his success in getting them into flower at exactly the right moment. A careful examination of these azaleas shows that many of them have a petaloid calyx and hose-in-hose flowers. In these flowers the stamens are always five, and like the pistils are always perfect, and there is no malformation as in ordinary double flowers.

Thomas Roland's magnificent acacias have frequently been shown at Horticultural Hall, but never to better advantage. Banked along one side of the main room, they create an effect which elicits exclamations of rapture from all comers—these expressions not being

ROSES

OWN ROOT

20,000 RUSSELL 2½ inch plants from 2 and 3 Eye Cuttings.
Excellent Condition Now.
\$22.00 per 100, \$190.00 per 1000.

10,000 AMERICAN BEAUTIES, 2½ inch.
EXTRA STRONG PLANTS.
Ready Now.
\$20.00 per 100, \$190.00 per 1000.

The above varieties are scarce; better order now.

Write for Complete List of Roses.

C. U. LIGGIT

Wholesale Plantsman
Bulletin Building PHILADELPHIA

confined, by any means, to amateurs.

R. & J. Farquhar Co. have their exhibit at one end of the main hall, the place of honor being occupied by a splendid bed of regal lilies. These lilies are in beautiful form, and show conclusively that it is entirely feasible to force the regal lily for the Easter market. There is no reason why these lilies should not be taken up widely by florists as a commercial flower.

The William W. Edgar Co., of Waverly, is showing some of the finest pot roses that have been seen for a long time, the Frau Karl Druschkis being magnificent, both as regards size and quality. The trained Tausendschons are also excellent. And speaking of roses, mention must be made of the glorious cut blooms of Frank W. Dunlop, shown by the originator of this splendid new commercial rose.

Among the private growers, W. N. Craig, of Brookline, has for Faulkner Farm, one of the most pleasing ex-

(Continued on page 260)

BEFORE BUYING COME AND SEE OUR EASTER STOCK

15,000 EASTER LILIES

1st grade 35c. per bud and flower
2nd grade 30c. per bud and flower

Special Prices on Lilies in Large Quantities

5,000 BABY RAMBLERS... \$12.00, \$18.00, \$24.00, \$30.00 per dozen

1,000 FRENCH HYDRANGEAS..... \$12.00-\$36.00 per dozen

DARWIN TULIPS, 8-inch pan..... \$18.00 per dozen
12-inch pan \$30.00 per dozen

HYACINTHS, Pink, 6-inch..... \$9.00 per dozen

DAFFODILS, 6-inch \$9.00 per dozen
8-inch \$15.00 per dozen

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WAVERLEY, MASS.

HORTICULTURE

Established by William J. Stewart in 1904

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To comply with a new Post Office requirement, when writing to HORTICULTURE, please use the following form:

HORTICULTURE, 78 Devonshire Street, Boston 9, Mass.

The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

The members of the trade in England are gradually getting together on the matter of cooperative advertising for the good of the entire horticultural industry. They have carefully followed the advertising campaign of the S. A. F. in this country and have received both inspiration and practical information as a result. Certainly the pioneering of the S. A. F. in this line is bearing fruit beyond what even the originators of the movement expected. In England, though, there seems to be a disposition to unify all of the different horticultural interests, florists, seedsmen and nurserymen cooperating to make a campaign of great proportions. It seems to be realized that anything which leads people in general to make freer use of flowers, growing plants, fertilizers or even garden tools serves a purpose in encouraging horticultural work.

It may be that something of the sort will eventually develop in America. In the past year or two the American Nurserymen's Association has been carrying on a successful campaign although on not nearly so large a scale as the S. A. F. Now the Seedsmen's Association is entering upon a similar campaign. Even if there is no general consolidation of effort, which might not be wise at present, it is easy to see that a certain coordination and cooperation will be advisable, if not actually imperative as the years go on.

Those people who thought that at the close of the war women would cease to display any great interest in garden and farm work have missed their guess. Though the actual necessity for the assistance of women in the fields may have passed (and the question is—has it?), yet women have

showed little disposition to throw down the hoe or the spade and return to the gentler arts. There are many more women in commercial lines than before the war, and if the present scarcity of male help continues, it is not improbable that they will appear in larger numbers in florists' establishments, where the work is not too heavy. In any event, women garden makers have come to constitute a very important group in this country, and the horticultural interests in all branches are beginning to appreciate this fact. If it is desired to work up a sentiment for any special line of endeavor, or to get a quick response in order to meet an emergency, the women's garden clubs are thought of first of all. The Woman's National Garden Association is rapidly coming to be a power in the horticultural world, and branches of this organization are rapidly being formed throughout the country. This very month, on March 22-23, a meeting of the Mid-Western Branch will be held at Chicago, and at that time many matters of interest not only to women garden makers but to every gardener will probably come up for discussion, among them perhaps the actions of the Federal Horticultural Board at Washington, which have not met the approval of the women's associations in all particulars.

According to one of the English papers the idea of co-operative advertising among the horticulturists of Great Britain has been shelved for lack of adequate support. The arguments were that everybody was full of orders and short of stock. Accordingly the majority of those in the trade thought that it was foolish to waste money in advertising when they could sell all the stuff they had. This, however, is a very short-sighted policy, although one which is sometimes favored in some quarters in United States. As a writer in the Horticulture Trade Journal expresses it:

"A co-operative advertising scheme is not capable of yielding immediate results which might be felt throughout the trade. Its object would be to awaken and develop widespread interest in gardening so that instead of there being a falling off a year or two hence, there may be steady and sustained progress. To wait until a slack time sets in and then start advertising is not so sound a policy as it may appear on the surface."

This is an excellent statement of facts. In other lines some concerns make a point of advertising heavily at all times when they are carrying all the business they can swing. They have an eye to the future and know that almost invariably the tide will presently run in the opposite direction. Then the value of their advertising campaign will be seen. Many florists are just beginning to realize that the advertising which brings immediate returns, as can be determined by keyed advertisements, is not the most valuable in the long run. It is the kind of advertising which makes a firm's name so indelibly impressed on the minds of the buyers that they turn to it with their orders as a matter of course.

We are glad that the various horticultural interests in America are going on with their carefully arranged plans for awakening a wider appreciation of plants and flowers on the part of the public. This will inevitably lead to a greater use of plant materials, with a consequent freer buying. The result will be to the advantage of the seedsmen, nurserymen, florists, and even the makers of garden implements. Only one element seems lacking, and that is a co-ordination of the different campaigns which would prevent overlapping or waste. It seems possible and feasible to have some kind of a joint committee representing the different organizations which have started campaigns of publicity.

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That is why there are no regrets for orders placed with



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GARDENERS' CONFERENCE

Association's Position on Quarantine 37 Misrepresented

A conference of gardeners under the auspices of the National Association of Gardeners was held on March 18 in the Engineering Building, New York City. Robert Weeks of Cleveland, ex-president of the association presided. The conference was called to give the members an opportunity to discuss the aims of the association, and the operations of the Service bureau, and to formulate plans for a campaign to interest young men in the profession of gardening.

W. N. Craig of Brookline, Mass., presented a communication from the Massachusetts Horticultural Society, directing attention to Quarantine Bill No. 37 and its detriment to horticultural progress in the United States, and asked that a delegate be appointed to represent the organization officially at a meeting to be held during the month of May at which various horticultural interests are to be represented. The association voted to be represented at this meeting.

Following the meeting of the association, a statement was issued to the New York papers by an unidentified source, evidently with malicious intent, that the association had gone on record as in favor of the exclusion act, preventing the importation of plants. This, of course, is an untruth, as the National Association of Gardeners from the first has been strongly opposed to Quarantine Bill No. 37, and the discrimination now practised by the Federal Horticultural Board in favoring those who have been friendly to it, while discriminating against those who have had courage to express their views regarding the injustice of this measure, is not weakening the opposition to it of the professional gardeners.

The workings and immediate future

plans of the Service Bureau were explained and generally discussed by the members from the floor, following which a motion was carried heartily endorsing what has been accomplished by this department of the association.

Alexander Michie, chairman of the Service Bureau Publicity Fund, made a strong appeal for greater support on the part of members towards this fund, so that the work may be carried out which has been planned. His appeal met with immediate response among many of those present who came forward after the meeting to subscribe to the fund.

The relation between the employer and the gardener came in for considerable discussion with opinions about equally divided that both were blameworthy for the lack of confidence existing between them.

At an executive meeting of the Trustees and Board of Directors of the association held earlier in the day, at which W. N. Craig of Massachusetts, Robert Weeks of Ohio, George W. Hess of Washington, D. C., John Barnet of Pennsylvania, Robert Williamson of Connecticut; Joseph Tansy, James Stuart, Daniel Coughlin of New York, Arthur Smith and M. C. Ebel of New Jersey, were present; the recommendation of the last convention that the 1920 annual meeting be held in St. Louis was favorably acted upon. The secretary was authorized in conjunction with the committee appointed at the last convention, to develop plans immediately to bring the advantages that the position offers, to the attention of young men who may be interested.

THE LANCASTER COUNTY FLORISTS ASSOCIATION.

Instead of the regular meeting for March, a visiting trip was substituted in its place and the following mem-

bers attended the New York Show: Mr. and Mrs. Rudolph Nagle, Mr. and Mrs. Peter Brown, Mr. and Mrs. J. Du Barre Heinitsh, Mr. and Mrs. Albert M. Herr, Daniel Irwin Herr, Miss Carrie Steckman, Messrs. Elmer Weaver, Walter Denlinger, A. K. Rohrer, H. K. Rohrer, Lemon Lanis, C. S. Leffler, John Shoenberger, and last but not least our friend from Coatsville whom we call plain Jim Brown.

On the way over there was no startling incidents excepting the fact that between Lancaster and Philadelphia our past President, Mr. Elmer Weaver was tapped on the shoulder by a ministerial looking individual who said "are you attending the conference brother?" referring to the Methodist Conference in Philadelphia, when the reply was "no I am going over to the New York Flower Show" conversation lagged as shows and conferences are not twin subjects.

The stay in New York was short, 11.30 to 4.30, but thoroughly enjoyed. Our party were sort of under the wing of T. J. Nolan, and he proved a good chaperon.

Most Wonderful Nursery in the Country To Select Large Sizes of Fine Trees FOR IMMEDIATE EFFECT

Great Bargains. Thousands to Select from

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Douglas, Norway and Blue Spruce. Nordmanniana, Pectinata, and Concolor Firs. Austrian, Scotch, White and Mugho Pines

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Also Birch, Elm, Maples, Tulips, Horse Chestnuts, Linden and Willows, Rhododendrons and Kalbrias.

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The Beacon Florist
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Prompt, Efficient Service Guaranteed.

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nabant, Mass.

Wax Brothers
FLORISTS

**Flowers Under
Glass**

Easter lilies are coming along well, according to most reports, but in the East at least there are a great many small plants, far more than the growers like to see at this time. Buds by this time should be turning white if they are to be just right on Easter. If the plants are backward, of course it is merely a question of heat to get them where they belong. You can carry them up to 80 or 90 if you have to, but if you do this, be extremely careful about watering and spraying. Otherwise you may have your work for your pains.

Pansies brought in from the cold frames during the last week should be in flower by Easter and pansies undoubtedly will sell well. If you have them left over you will still be able to dispose of them. The way in which pansy plants are put up makes a great difference in their sale. Some of the shallow baskets which are being offered this season are just right for them.

Baby Ramblers have been grown in great numbers this season, and while it has been difficult to keep them free from mildew owing to the dark weather, many plants in good condition will be sold. The buds should be showing considerable color now. With roses from now on it will be largely a question of protecting them from draughts of cold air or any other sudden change in temperature. Too much moisture is also a danger to be avoided. The successful grower is one who has his plants clean as well as flowered.

On every bright day make a point of syringing the foliage plants, both under and over the leaves. When they are well cleaned up they can be repotted and reset. Try to get out as much of the old soil as you can, and an abundance of fresh, well enriched

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Boston, Massachusetts

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The Lowest

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We cover all Michigan points and good
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Let us fill your orders for Steamer Flower
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Flowers of Every Kind in Season

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National Capitol

At your service to deliver Flowers
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Reliable Service.

GEORGE H. COOKE

Connecticut Ave. and L St.
WASHINGTON, D. C.

earth will give the plants a new lease
of life. Be sure, however, that there
is no lack of good drainage.

It is almost time to get ready to
plant sweet peas outside. To begin
with you should have the soil thor-
oughly well pulverized, but of course
nothing will be done until it is dry
enough so that it will just crumble
when squeezed in the hand. If pos-
sible plant your sweet peas on a new
piece of ground each year. If you have
some land that was manured heavily
last season and plowed in the fall, it
will be just right for the sweet peas
this spring. Perhaps there is a good
deal of clay in your soil. If that is so,
add an abundance of wood ashes, say
30 bushels to the acre. Have your
trench five inches deep and four or
five inches wide. Then plant thinly
and cover with an inch of soil. Early
and rather deep planting is the secret
of having good sweet peas, for then a
strong root action is developed before
the tops make much growth. Make a
point of firming the earth over the
seeds. Considerable is being said in
the English papers just now about the
necessity of firming the earth around
plants and shrubs that are being set
aside, and to some extent the same
advice applies to seeds.

You can start Bougainvilleas read-
ily from half ripened wood that has
two or three joints. Have 75 or 80
degrees of bottom heat and set each
cutting very firmly. Some shading and
a light sprinkling will be needed. By
the time half an inch of root growth
has been produced, pot up in a rich
compost, preferably three parts of
loam, one part of manure and a little
sand. As Bougainvilleas grow rapidly
they will need to be shifted quite fre-
quently until they are in six or seven-
inch pots. Keeping them close to the
glass will make them stocky and short
jointed.

It is time to set the seedling tuber-
ous begonias into small pots. Fibrous
loam and leaf mold in equal parts, with
the addition of a little sand, make a
good soil. They like to be near the
glass and have a temperature of 60
degrees. Shift on until they reach
five-inch pots.

"SAY IT WITH FLOWERS"

Max Schling
Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

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A. GRAHAM & SON

5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

DAVID CLARKE'S SONS

Deliver orders from any part of the country to

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Telephone 1552-1553 Columbus

KOTTMILLER, Florist

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G. E. M. STUMPP

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NEW YORK, N. Y. Member
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THE J. M. GASSER COMPANY,

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The Far-Famed Flowers of

TORONTO

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any occasion, in any part of the Dominion.

JOHN H. DUNLOP

8-10 West Adelaide St. - TORONTO, ONT.

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mention HORTICULTURE

FALL SHOW PLANNED.

Executive Committee of the American Dahlia Society Meets.

At the meeting of the Executive Committee of the American Dahlia Society, held at the International Flower Show in the Grand Central Palace, New York, March 19, it was decided to hold the autumn show in New York during September at one of the centrally located hotels and to charge exhibitors a reasonable price for floor space and to also charge for admission to defray the expenses.

The plan is to give the greatest Dahlia show ever held and work to that end has already been started and will be prosecuted vigorously and continuously until show time. Every dahlia grower and lover of this popular flower is invited to co-operate.

President Vincent moved that Prof. George Fraser of the Connecticut State Agricultural College, Storrs, Conn., be tendered the thanks of the Society for the excellent manner in which the trial grounds were conducted last year, which was carried, and Prof. Fraser was made a life member of the Society.

The trial grounds will be continued and will be larger and better than ever. Tubers for the trial gardens should be properly labeled with the name of the variety and exhibitor and sent to Prof. George Fraser.

James Duthie, Oyster Bay, N. Y., moved that a new scale of points be made so that good exhibition varieties and varieties good for cut flowers, be given an equal chance. The motion was carried.

A motion was passed protesting the quarantine of the states of Illinois and Michigan against dahlia tubers and bulbs.

EDWARD C. VICK, Secretary.

PENNSYLVANIA HORTICULTURAL SOCIETY.

A very large audience was present at the lecture of this Society on Tuesday last. The subject of the lecture being, "Perennials and Bulbous Plants," given by E. I. Wilde, Assistant Professor of Floriculture at the Pennsylvania State College. The lecturer greeted his audience as follows:

"You are gathered here this afternoon to be entertained, not by the speaker but by the flower friends which will be thrown upon the screen. Perhaps you have not thought of it in this light but whenever I attend such a lecture as this, I always have a feeling of renewing such friendships and a sight of my old favorites in their natural setting, only intensifies my de-

Get Ahead

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PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye)....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
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Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .50	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CAENATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; 1/4 oz., \$2.00			
LOBELIA. Farquhar's Dark Blue, Dwarf.....	1/4 oz., \$0.85; 1/2 oz., \$1.50		
PETUNIA. Farquhar's Ruffled Giants Mixed.....	1/16 oz., \$4.00		
SALVIA SPLENDENS BONFIRE	1/4 oz., \$1.00; oz., \$3.75		
SALVIA SPLENDENS COMPACTA	1/4 oz., \$1.00; oz., \$3.50		
SALVIA SPLENDENS	1/4 oz., \$0.75; oz., \$2.25		
SALVIA ZURICH	1/4 oz., \$1.50		
VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00			
VERBENA. Farquhar's Mammoth Hybrids Mixed, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00			
VINCA. Bright Rose, White with rose eye, Pure White.....	1/4 oz., \$0.50; oz., \$1.75		

R. & J. FARQUHAR COMPANY
BOSTON, MASS.

STUMPP & WALTER CO.

Seeds and Bulbs

30-32 Barclay Street
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Cabbage and Cauliflower Seeds

Northern Danish Grown Seed from
Improved Selected Strains
Imported Direct from the Growers

	Per lb.
Copenhagen Market.....	\$4.00
Enkhuizen Glory	3.50
Danish Ballhead Short Stem.....	3.00
Danish Ballhead Tall Stem.....	3.00
Danish Roundhead	3.00
Danish Mammoth Rock Red.....	4.00

CAULIFLOWER SEEDS

	Per oz.
Extra Early Dwarf Erfurt.....	\$2.50
New Earliest Snowball.....	2.50
Giant Dry Weather.....	2.50
Danish Perfection	3.00

YOU CAN DEPEND ON THIS SEED
Standard Seed Company
RACINE, WIS.

EVERYTHING IN CUTTINGS AND
SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

ROMAN J. IRWIN

IMPORTER

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GARDEN SEED

BEST, CARROT, PARSNIP, RADISH and
GARDEN PEA SEED in variety; also other
items of the short crop of this past season
as well as a full line of Garden Seeds, will
be quoted you upon application to

S. D. WOODRUFF & SONS
82 Dey St., NEW YORK and ORANGE CONN.

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JOSEPH BRECK & SONS, CORP.

47-54 North Market Street
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W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS

Horticultural Sundries

166 W. 23rd St., NEW YORK

Bolciano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A
CENTURY

Special Price List to Florists and Market
Gardeners. Write for a copy at once—it
will save you money.

J. BOLCIANO & SON
BALTIMORE, MARYLAND

When writing to Advertisers kindly mention Horticulture

sire to be once more with them in my own garden."

The lecturer then took his audience through the out door garden, from April to November, starting in with the early flowering Bulbs, giving all the material used in the perennial border, in the order of the flowering season.

The exhibits of plants and flowers at this lecture was the best we had this winter season. Philadelphia has always been noted for those specimen plants of Cinerarias, both the Hybrid and Stellata varieties, and the specimens shown at this meeting maintained this reputation.

A special feature of the exhibition, was a plant of Schizanthus, exhibited by Mr. S. T. Bodine, Villa Nova, Pa., Alex. MacLeod, gardener. This plant to which the first prize was awarded, was covered with flowers of a rich copper bronze color. It was very attractive standing out clear among all the other exhibits.

The next lecture of this Society will be on April 13, when Professor A. C. Beal, Secretary of the American Gladiolus Society, will give an Illustrated Lecture on Gladioli.

DAVID RUST, Secretary.

MR. CRAIG SPEAKS IN NEW YORK

On March 17 W. N. Craig appeared before the Garden Club of America at its annual meeting at the Colony Club of New York, and addressed a large audience composed of its members on the "Professional Gardener from His View Point." Mr. Craig ably presented the cause of the professional gardener, and judging by the hearty reception his remarks received, his views met with the endorsement of those who listened to him. Mr. Craig also spoke of the iniquities of Quarantine Bill No. 37 which met with general approval, the Garden Club of America passing a resolution unanimously as opposed to the measure.

LADIES' SOCIETY OF AMERICAN FLORISTS

In response to the call issued by the President, a meeting of the Board of Directors was held in New York on Thursday, March 18, at which time Mrs. Charles Totty was elected Chairman for 1920.

The matter of fixing the amount of the Bond for the Secretary and Treasurer, in accordance with the action of the Society at the meeting held in Detroit, was left to the Board of Directors. They have so fixed the same that the Secretary's Bond shall be for \$500 and that of the Treasurer for \$1,000. MRS. ALBERT M. HERR, Secy.

ORDER FOR NOW AND EASTER

FRESH CUT FLOWERS of all kinds, hardy cut evergreens and supplies. Prompt attention given to all orders, no matter how small or large. Order now by wire, telephone or mail. For **BEST SERVICE** and **COURTEOUS TREATMENT** order from—

HENRY M. ROBINSON & CO., INC.

Leading Wholesale Florists of New England

2 Winthrop Sq.—34 Otis St., BOSTON, MASS.

ALFRED M. CAMPBELL begs leave to extend a cordial invitation to all those who would like to look over a promising vista of **EASTER LILIES** and other specialties for the coming holiday, to visit his flower farm at **STRAFFORD, PA.**, and see for themselves and be well repaid in pleasure and profit. Now is the time to make reservations. Really good Easter stock is scarce. Strafford only 15 m. out Main Line **PHILADELPHIA.**

FAMOUS WABAN ROSES

Grown and sold exclusively by

WABAN ROSE CONSERVATORIES

Roses at wholesale; shipped by express anywhere.

Kinds: Russell, Hadley, Ophelia, Premier, Thayer, Brilliant, Killarney, White Killarney. Contracts given for minimum deliveries daily or weekly, with protection in Holiday Seasons.

Write or telephone

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Mention this Paper

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LILY BULBS FROM STORAGE

GIGANTEUM, RUBRUM, ALBUM, AURATUM
MELPOMENE, LILY OF THE VALLEY

Careful storage, prompt express shipment on dates as arranged

THESE
READY
NOW

GLADIOLUS, TUBEROSES,
CANNAS, CALADIUMS

WRITE
FOR
PRICES

VAUGHAN'S SEED STORE

43 Barclay St., NEW YORK CITY 33 W. Randolph St., CHICAGO, ILL.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

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WELCH BROS. CO. 262 DEVONSHIRE STREET
BOSTON, MASS.

When writing Advertisers kindly mention Horticulture

George Watson's Corner

"You in your small corner and me in mine."

Alfred M. Campbell who is pictured with a company of his good workers in the accompanying illustration has built up a fine reputation in the trade. He entered the commission cut flower business at Pennock's where he remained one year. After that he had a year at Niessen's, and three years at Reid's and in 1906 commenced for himself at 1510 Sansom street where he still remains.

His first experience in the growing end was in his boyhood at Robert Craigs and four years later in 1908 he took over the La Roche greenhouses at Collingdale.

He lived with his family in Philadelphia until 1916 when he moved out to Strafford, where he had made another new expansion in the growing end.

At Strafford he bought out the interest of Edward A. Stroud who had established a modern range of glass for local and shipping trade and was widely known. Mr. Campbell has made this place even more noted by the fine crops of carnations, lilies, cyclamen, hydrangeas and other market specialties which he has been growing.

His next expansion came when in 1919 he acquired the Samtman place at Hatboro, also a modern range which he devotes mostly to rose growing, and manages very successfully.

The Collingdale place has grown old

and weather worn and finally was used mostly for ferns, asparagus and other greens; and during the war glass and other materials being in demand, it was cleared up entirely, and a good price realized on the transaction.

Altogether Mr. Campbell is a very busy man and keeps a large force of men on the jump the year round. Personally he is very active and aggressive; enthusiastic in his work; plans things for tomorrow and the next day and the day after in his sleep and I fear very much seldom goes to church, as a good Presbyterian ought to but perhaps we must excuse him a bit on that as he has so many works of necessity to do on the Lord's day. He is never too busy, however, to give a cheerful smile, indulge in a friendly chat, and swap opinions with callers from far and near. Callers are many as he has a wide acquaintance, being a frequent exhibitor at many shows in metropolitan centers all over the country and a frequent prize winner when he enters into competition. If there be anything new around—he wants to know about it, and that is one of the attributes of our wide-awake business men who want to keep in the front of the procession.

One of the reasons I have taken the trouble to write these few lines is because I get a chance to say something without interruption, whereas usually "Al" insists on doing all the talking. Here is where I get even with him for once.

An interesting social function will take place at the Calvary Presbyterian Church, Germantown, April 15th, when Elsie Luck Runcie will be joined in

matrimony to Charles Foster Pennock, of Lansdowne, Pa. The bride is a daughter of Mr. and Mrs. T. Henry Runcie of Germantown.

MR. COWEE'S BILL.

A vigorous effort is being made to secure a horticultural building for the fair ground at Syracuse. Assemblyman Arthur Cowee, of Albany, N. Y., the well known gladiolus grower, has presented a bill which is receiving the hearty support of horticultural interests throughout the state. This bill is as follows:

Section 1. The state fair commission is hereby authorized and empowered to execute all necessary contracts in behalf of the people of the state of New York for the erection, construction and equipment of a horticultural building for the exhibitions of fruits, flowers, vegetables, seeds, bee and honey products, farm produce and nursery stock, said building to be erected on the state fair grounds at Syracuse, New York, at a cost not to exceed five hundred thousand dollars.

Sec. 2. The necessary expense incurred for the purpose of securing information as to methods of exhibiting these products and such soil survey, borings and test pits and the compensation of experts in connection with the drafting of plans and specifications shall be included as part of the cost of the building and be paid from the appropriation therefor.

Sec. 3. The sum of five hundred thousand dollars (\$500,000), or so much thereof as may be necessary, is hereby appropriated out of any moneys in the state treasury, not otherwise appropriated, for the erection, construction and equipment of such building and all other expenses incurred under the provisions of this act.

FERTILIZERS FOR WINDOW PLANTS.

Every window gardener wants a cheap fertilizer for plants that is not objectionable to handle. The Bureau of Plant Industry, Pennsylvania Department of Agriculture, suggests the following mixture, known as Wagner's Solution, the ingredients for which are easily obtainable at any drug store:

Ammonium phosphate, 2 ozs.; sodium nitrate, 1¼ ozs.; potassium nitrate, 1¼ ozs.; ammonium sulphate, 1½ ozs.

Dissolve these salts in five pints of water and keep this as a stock solution. For use on the soil in which the plants are growing dilute four ounces of this solution in three gallons of water, or if only a small amount is to be used, dilute at the rate of one ounce to a gallon of water. Apply to the soil frequently.



The Campbells are Here

HAS THE FLORIST BUSINESS COME BACK?

Canadian florists have been discussing the question, "Has the Florist Business Come Back?" through the columns of their trade paper. A. S. Jennings & Co., of Toronto, considers the matter as follows:

The question as to whether or not the florist business has come back since the war does not require a lengthy answer. I would like to meet the legitimate florist who would want to return to pre-war conditions with its 25 cents a dozen daffodils, or 75-cent carnations and 75-cent roses, and the accompanying newspaper advertisements of thousands of cut flowers at slaughter prices. Those were the days when the average florist and grower were working for somebody else and paying for the privilege as well. There may or may not be the same quantity of flowers handled today as then, but I cannot see how any florist could possibly be in doubt as to which condition he would rather face.

I hear of some who are complaining about the high prices that the poorer classes are unable to purchase flowers to-day. What of it, if they can't? There are many necessities of life that are beyond their reach because of prohibitive prices, and I don't think this class is worrying very much about flowers at any price. There's no stock being thrown out for lack of buyers.

It seems to me that since 1914, a good many growers and retailers have profited by the constantly increasing cost of everything they handle in this way. The high price of coal, building materials, labor, etc., has compelled them to take greater care of cost than ever before, with the result that nowadays some figuring is usually done before prices are fixed. The old way was to take a guess and trust to luck. To that condition I don't think any florist wants to return.

My own opinion is that the florist business has come back, and come back to a healthier and more profitable standard than the most of us ever dreamed of. There's a chance nowadays to get a little laid aside for the proverbial rainy day.

Frank P. Sawyer, florist of Clinton, Mass., has moved from the Pierce block to the Cannon block. The new store has been completely renovated and presents a most attractive appearance.

At a meeting of the Hartford Florists' Club on March 18th, George T. Ryan, a florist of Waterbury, Ct., made the statement that the wage earners were buying the bulk of the flowers these days. Mr. Ryan is planning to form a florists' club in Waterbury, Ct.

MICHELL'S NEW CROP ASPARAGUS PLUMOSUS NANUS

GREENHOUSE GROWN SEED

1000 Seeds.....	\$3.50	10,000 Seeds.....	\$30.00
5000 Seeds.....	16.25	25,000 Seeds.....	68.75

LATHHOUSE GROWN SEED

1000 Seeds.....	\$2.00	10,000 Seeds.....	\$18.50
5000 Seeds.....	9.75	25,000 Seeds.....	43.75

Special prices on larger quantities.

Also all other Seasonable Seeds, Bulbs and Supplies. SEND FOR OUR NEW WHOLESALE PRICE LIST IF YOU HAVEN'T A COPY.

HENRY F. MICHELL CO.

518 MARKET ST., PHILADELPHIA

CALIFORNIA PRIVET

3-4 ft.	100	1000
2-3 ft.	\$6.00	\$50.00
18-24 in.	5.00	40.00
	4.00	30.00

BARBERRY Thunbergii, 4 yr., very heavy

2-3 ft.	15.00	140.00
18-24 in.	14.00	120.00

AMPELOPSIS Veitchii, for potting or planting in nursery rows

Strong, 1 yr., 18 in.	15.00	
Strong, 1 yr., 12-15 in.	12.00	100.00

Above prices F. O. B. Manchester, Conn. Boxing extra.

Send for bulletin covering a complete line of Fruit and Shade Trees, Evergreens, Ornamental Shrubs, H. P. and Climbing Roses.

C. R. BURR & COMPANY,

Manchester, Conn.

DAYLIGHT SAVING.

To the Editor of HORTICULTURE.

Dear Sir:—In reply to Mr. Craig's letter on daylight saving, I may be considered one of those who show effrontery and ignorance truly pitiful, nevertheless I am from Missouri.

Undoubtedly Mr. Craig is no different from many others who want things different from what they are just for the sake of being different.

He does not enter into any detail what advantages we as tillers of the soil have derived from it.

What we have seen of it has not impressed me as being of any advantage to this line of industry, and the result of it has been the placing of more handicaps in the management of our business.

I do not see that daylight saving harms a crop at all, or has anything to do with plant life.

The question is, can we as agriculturists manage our business better or as well by commencing work at 6 a. m. instead of 7 a. m. and ceasing work at 4 p. m. instead of 5.

I am convinced that the working hours 7 to 5 suit our needs better than from 6 to 4.

I could state many disadvantages which daylight saving has placed upon the grower and will state them when I hear the advantages. Many people advance the daylight saving scheme through selfish motives, namely, that it is pleasanter and more congenial to work in their gardens an hour in the evening rather than an hour earlier in the morning.

In other words the conditions are better because the plant and ground is dry and the air cool.

With the grower he is obliged to start early whether conditions are right or not and he gets no benefit from the cool of the afternoon being obliged to cease work at 4 p. m.

I am your very truly,

WILLIAM SIM.

The Jackson and Perkins Nursery Company, of Newark, N. Y., has negotiated a five-year lease on the farm of E. F. VanHoesen, and will use the property in the development of their nursery business and the growing of roses, in which they will specialize heavily this season. In the farm proper there are more than 100 acres and it is planned to propagate more than 1,000,000 roses on the place this season.

BOSTON FLORAL SUPPLY & SNYDER CO.

Wholesale Florists

15 Otis—96 Arch St.

BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
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Largest distributors of flowers in the east. We manufacture artificial flowers, baskets, wire frame, etc., right in our own factory. We preserve our own cypas leaves. Try us out in one way or another.

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Wholesale Florists, 102W. 28th St. New York

The Right People to Deal with. Phone Watkins 9761-159 Consignments solicited.

WILLIAM F. KASTING CO.

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568-570 WASHINGTON STREET - BUFFALO, N. Y.

Would like to handle consignments from growers of good Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

55 West 26th Street, New York City

PARCEL POST BOXES

GET YOUR LIST

Climax Manufacturing Company

Makers Highest Grade

FLORIST BOXES

CASTORLAND

NEW YORK

DREER'S "Riverton Special" Plant Tubs

No.	Diam.	Ea.	Doz.	100
10	20 in.	\$4.50	\$49.50	\$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.90	21.50	170.00
50	12 in.	1.30	15.00	115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

(Continued from page 251)

hibits, showing a miscellaneous lot of finely grown greenhouse plants. Some of the finest Schizanthus specimens ever seen in the hall are being shown by Edwin S. Webster and Mrs. C. G. Weld.

Several of the retail florists have attractive tables. As usual that of Henry Penn is characterized by extreme good taste. Houghton & Gorney feature a lovely bride's bouquet made up of white Camellias, Freesias and Swainsonas. The table of John Eiseman, the Beacon Florist, aroused particular interest because of the novel character of the exhibit. A leading feature consists of large gold frames in the center of which appeared artistically designed flower groups. The flower stems rest in water, although of course the receptacles are hidden. This plan offers opportunity for unusual effects in flower decoration. Tiny flower sprays gummed to small pictures form another interesting novelty.

All in all, the big show is characterized by a very high quality of exhibits in every class, making it notable in more than one way.

Two gold medals were awarded the Burrage exhibit and two gold medals to the Arnold Arboretum for azaleas from Japan. A gold medal was also awarded to Julius Roehrs' exhibit of orchids. A silver medal was given Henry Penn and Houghton-Gorney and a bronze medal to the Beacon Florist and Henry Comley.

AMERICAN ROSE SOCIETY.

A directors' meeting of this society was held at the City Club, New York City, previous to the regular meeting at the Grand Central Palace where routine business was taken care of. At the annual meeting of the society, officers were elected as follows: President, Robert Pyle; vice-president, Fred Atkins; secretary, Prof. E. A. White; treasurer, Harry O. May. Messrs. Curry of Portland, Ore., Pen-nock of Philadelphia and Roland of Nahant, Mass., were elected to the Executive Committee, and John Cook and Dr. Van Fleet were unanimously elected honorary members.

CYPRESS GREENHOUSE STOCK

PECKY CYPRESS STOCK

HOT BED SASH

Ask for Circular D and Prices

THE A. T. STEARNS LUMBER COMPANY

NEPONSET, BOSTON



CHARLES E. MEEHAN

WHOLESALE FLORIST,

5 S. Mole St., Philadelphia, Pa.

Roses, Carnations, Callas, Sweet Peas,
Plumosa, Strings and Bunches, Adiantum,
and a full line of all other Greens.**EDWARD REID**

WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers**Wired Toothpicks**

Manufactured by

W. J. COWEE, Berlin N. Y.

10,000....\$2.50 50,000....\$11.00 Sample free.

For Sale by Dealers

GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.

**Henry M. Robinson Co.**55-57 West 26th Street
and 430 Sixth Avenue

Telephone:

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For All Flowers in Season Call on

THE LEO NIESSEN CO.

1201 Race St. Philadelphia, Pa.

HENTZ & NASH, Inc.

Wholesale Commission Florists

55 and 57 West 26th Street
Telephone No. 755 **NEW YORK**
FarragutWhen Writing to
Advertisers Please
Mention
HORTICULTUREWhen writing to advertisers kindly
mention **HORTICULTURE****THE NEW YORK SHOW.**

It Was a Great Success in Every Way.

The International Flower Show held in New York last week came to a close Sunday, and everyone connected in any way with the making of that show can rightly be excused for their enthusiasm. It was a glorious success, all records were broken as to attendance and financial results, the quality of the stock was wonderful, competition was keen, and while we all know that there were some lines missing such as azaleas, which were probably the most important, other entries served to fill the hall with probably as fine a quality lot of stock as was ever shown in New York.

Besides those particular entries which we mentioned in last week's issue, it is proper to draw attention to the high lights which almost everybody will agree were the rose displays; particularly those staged on Friday, when Duckham-Pierson Co., F. R. Pierson Co. and A. N. Pierson, Inc., put up three wonderful groups and won in the order named.

The fern display put up by F. R. Pierson Co. was very fine. Not only was the arrangement particularly strong, but the quality of the stock in that group was of the finest.

The display of sweet peas on the balcony by the W. Atlee Burpee Company is also well worthy of mention.

The storemen as well as the plant growers were intensely interested in A. L. Miller's lilies, and many guesses were made as to the origin of that stock. A great many of the plant growers would like to know where the bulbs came from and what they really were. The foliage is decidedly different from any of the so-called Easter lilies. It is evidently neither a giganteum nor a formosum, but at any rate it is a mighty good lily whatever it is. We understand it is earlier than the giganteum, and the specimens shown bear out Mr. Miller's statement that they throw a larger percentage of blooms.

What a pity it is that more of the big cities cannot get an organization working that would assure them an annual flower show as is being done in New York. Of course in that city they now have it down to a fine art, and the show is assured of success every year. The management carries it right along in a smooth working way, and they are certainly to be congratulated upon their success.

WM. P. FORD

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut

Call and Inspect the Best Establishment
in the Wholesale Flower District.**WALTER F. SHERIDAN**

Wholesale Commission Dealer in

CHOICE CUT FLOWERS

133 West 28th Street New York

Telephone 4833-4835 Madison Square

E. G. HILL CO.

Wholesale Florists

RIEHOOND, IND.

Please mention Horticulture when writing.

REED & KELLER

122 West 25th St., New York

Florists' SuppliesWe manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
Florists' Requisites**THE KERVAN CO**

Fresh Cut Decorative Evergreens

Highest Standard of Quality. Largest
Stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies

119 W. 28th St., - - NEW YORK

WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

UNITED CUT FLOWER CO., INC.

111 W. 28th St., New York

D. J. Pappas, Pres.

FRANK J. REYNOLDS CO.

Wholesale Florists

Boston Co-operative Flower Market

260 DEVONSHIRE STREET

BOSTON, MASS.

**MICHIGAN CUT FLOWER
EXCHANGE, Inc.**

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.



THE BOILER OF Unequalled Fuel Economy

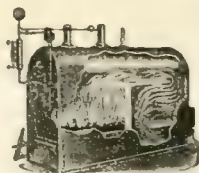
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 466 W. Erie St.
CHICAGO

When You Buy—Get a Kroeschell

3,916,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1919.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

SULCO-V.B.

A SULPHUR-FISH OIL-CARBOLIC COMPOUND

The Master Spray of the 20th Century

FOR THE CONTROL OF

THE SAN JOSE, OYSTER SHELL and other SCALE INSECTS. GREEN, ROSEY and WOOLEY APHIS—Known as Plant Lice. PEAR PSYLLA, CELERY, ONION and ROSE THRIPTS—Known as Plant Fleas. And the FUNGUS SPORES DEVELOPING the BROWN or RIPE ROT of the PEACH, PLUM and other STONE FRUITS. PEACH LEAF CURL. APPLE and PEAR CANKER and SCAB. And many other species of FUNGI SPORES.

Send for the New Booklet Describing

SULCO-V.B.

A combined contact insecticide and fungicide of known reliability

Simple, Sure and Safe — Right in Principle and Price

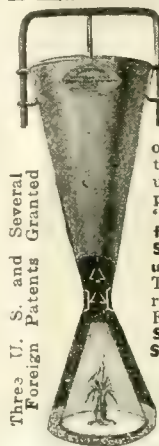
From your dealer or direct—go to your dealer first

Address **COOK & SWAN CO. Inc.**

145 Front Street
NEW YORK CITY

141 Milk Street
BOSTON, MASS.
Geo. H. Frazier, Mgr.

FERTILIZER — RING DEPOSITOR



Will INCREASE and IMPROVE GREATLY the Quantity and Quality of Potatoes, Corn, Cabbage, Tomatoes. Just up and down of handle is full operation—no twisting or turning of handle. Can be used with powdered or semi-powdered material. **STYLE "A"** for Seed or for Plants from 6 to 10 inches high. **STYLE "B"** for Any Plant up to 1 1/2 in. Thick in Stem. Tested and Approved by Agricultural Departments and Farm Bureaus. Holds 25 lbs. **Style A**, \$7.50, delivered. **Style B**, \$13.50, delivered.

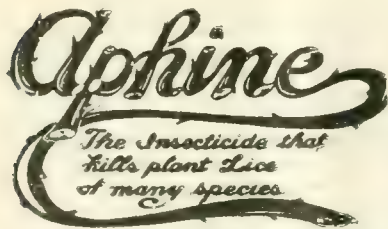
Write for Circular

George William
BROWNING
Clinton, N. Y.

The Market.

The downward tendency of the market has been thoroughly checked. From all centers the report comes that the prices are firm or somewhat on the up grade. In Boston there has been a slight advance along some lines.

The average on carnations is about 6c., although Laddie still holds at 20c. These prices fit most all the other cities. Roses are running about the same as last week, anywhere from 5c. to 20c. with very fine stock up to 50c. Callas are selling a trifle better, \$3 being a good fair price, although they are quoted rather lower in Boston for the most part. Sweet peas sell readily from 50c. to \$2.00 in Boston; in New York, \$3.00 is obtained without much trouble. Pittsburgh seems to be slower than the other markets in sweet peas. Snapdragon is running from \$3.00 to \$25.00 in most markets and tulips from \$2.00 to \$3.00, although in New York the best stock has been selling for \$6.00. Buffalo, too, is reporting an excellent demand for tulips. Violets have advanced but very little. In New York there is a decided increase in lilies, which is natural. Jonquils are more popular there than tulips and sell very well.



The Recognized Standard Insecticide.
A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

SOLD BY DEALERS

Aphine Manufacturing Co.

MADISON, N. J.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Aunts, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/4 Pint, 30c.; Pint, 50c.; Quart, 90c.; 1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00. Direction on package.

LEMON OIL COMPANY

Dept. S. 420 W. Lexington St., Baltimore, Md.

MASTICA



For Greenhouse
Glazing

USE IT NOW

F. O. PIERCE CO.
12 W. BROADWAY
NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty. Last longer than putty. Easy to apply.

USE WIZARD BRAND

TRADE MARK

CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' Standard of uniform high quality for over ten years. Specify, **WIZARD BRAND** in your Supply House Order, or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
84 Union Stock Yard, Chicago

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Trademarks and Copyrights

Difficult and rejected cases specially solicited. No misleading inducements made to secure business. Over 30 years' active practice. Experienced personal, conscientious service. Write for terms.

Address
SIGGERS & SIGGERS
Patent Lawyers
Box 9, National Union Building
Washington, D. C.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free from Bubbles
Uniform in Thickness

PAINTS and PUTTY

Greenhouse White (Semi-Paste) The Paint Particular Florists Prefer

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
251 Elm Street BUFFALO, N. Y.

CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

BULBS
C. KEUR & SONS, HILLEGOM, Holland.
Bulbs of all descriptions. Write for prices.
NEW YORK BRANCH, 32 Broadway.

CANNAS
For the best Up-to-Date Cannas, get new price list. **THE CONARD & JONES CO.,** West Grove, Pa.

CARNATION STAPLES
Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. **I. L. PILLSBURY, Galesburg, Ill.**

CHRYSTANTHEMUMS
Pompons, rooted cuttings form strong, healthy stock: Buckingham, Baby Yellow, Diana, Golden Harvest and Golden Climax, \$3.00 per 100, \$25.00 per 1,000. Cash with order, please. **J. K. CHANDLER & SONS,** Tewksbury, Mass.

THE BEST
In Novelties and Standard Kinds.
Catalogue on Application.
ELMER D. SMITH & CO.
Adrian, Mich.

DAHLIAS
Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. **JOHN P. ROONEY, New Bedford, Mass.**

DAHLIA SEED from my original giant single dahlias. Gorgeous mixed colors. Price to the trade, \$1.00 per oz.
GEO. L. STILLMAN, Dahlia Specialist, Box H-20, Westerly, R. I.
Get my Catalogue.

Dahlias a specialty, new creations and old friends. List ready. **WARREN E. SOOY, Hammononton, N. J.**

Dahlia Bulbs For Sale. The new decorative Dahlia Robert A. Fletcher, also the best American and imported. Send for catalog. Special, 15 for \$1.00. **W. F. BROWN, 46 Palmer St., Norwich, Conn.**

New Peony Dahlia—John Wanamaker. Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to **PEACOCK DAHLIA FARMS, Berlin, N. J.**

GOLD FISH
Gold fish, aquarium plants, snails, castles, globes, aquarium, fish goods, nets, etc., wholesale. **FRANKLIN BARRETT, Breeder, 4815 D. St., Olney, Philadelphia, Pa.** Large breeding pairs for sale. Send for price list.

LABELS
Wood labels for nurserymen and florists. **THE BENJAMIN CHASE CO., Derry Village, N. H.**

ORCHIDS
HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas and Laello-Cattleyas our specialty. One trial order solicited.

PEONIES
Peonies. The world's greatest collection, 1200 sorts. Send for list. **C. BETSCHER, Canal Dover, O.**

SPHAGNUM MOSS
Live Sphagnum Moss, orchid peat and orchid baskets always on hand. **LAGER & HURRELL, Summit, N. J.**

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Large number of Scotch Pine Trees, 4 to 8 feet. 100,000 Berberis Thunbergii, 18 to 24 inches; 8,000 Berberis Thunbergii, 24 to 36 inches; and many other items. Must be moved to clear grounds. Make your offers to **ALEXANDER MacLELLAN, 87 John St., Newport, R. I.**

WIRE WORK
WILLIAM E. HEILSCHER'S WIRE WORKS, 264 Randolph St., Detroit, Mich.

FARMERS, ATTENTION!
I am offering 400 Rhode Island and Connecticut Farms at prices from \$275 to \$25,000. If interested send for my Farm Bulletin. Latest edition just out, send for one. **WILLIAM A. WILCOX, Farm Specialist, Westerly, R. I.**

PLANT PROPAGATOR
WOMAN of vigorous physique, experienced in commercial work, wishes position in New England greenhouse, or on private estate. Apply to **APPOINTMENT BUREAU, Women's Educational and Industrial Union.**

WANTED: A experienced plant grower to work under foreman. State wages expected age and experience. **Thomas Roland, Nahant, Mass.**

PEONIES WANTED
Plants of the Peony **SAMOSSET (Hollis)**, for spring delivery. Also copy of the proceedings of the Mass. Horticultural Society for 1904.
E. P. WHEELER, Rockland, Mass.

Just Out The Nursery Manual

By **L. H. Bailey**

An indispensable book for every nurseryman. Complete directions for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of **HORTICULTURE** upon receipt of price, \$2.50.

Dreer's Peerless Glazing Points For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer, or direct from us.

1000, 50c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

FULL SIZE NO. 2



CAMBRIDGE

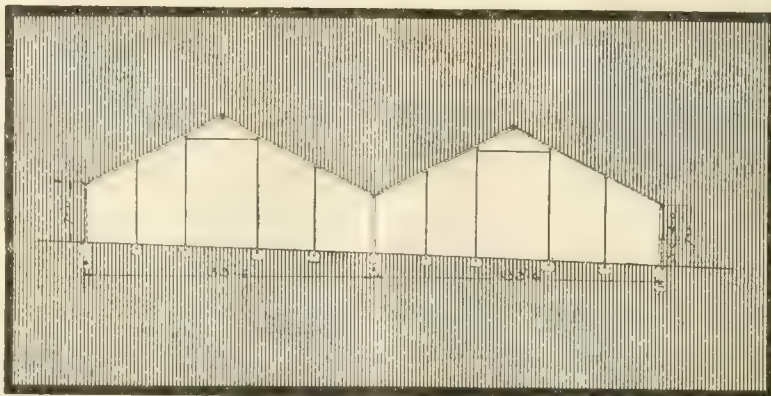
NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

WHY?

A. H. HEWS & CO., INC.
Cambridge, Mass.



The Harvey's Build Hitchings Houses

ONE crisp September morning, some five or so years ago, I was met at Brandywine Summit, Pa., by one of "The Harvey Boys" and taken to the Old Harvey place for as delightful a day's outing as I ever hope to have.

Meeting the elder Mr. Harvey was not the least of the day's pleasure. Recall how we stood in front of the old house and looking across the field, Mr. Harvey said: "Here was where the old Revolutionary battle of the Brandywine was fought. At that spot right over there was where the fiercest fighting was done."

"Some summer evenings, when the day's work is over, I come out here and look across this field and kind of let my imagination have its own way in seeing that battle all over again. And then I think of Washington, who against such tremendous odds broke the chains of the country's en-

slavement, giving to us all a liberty like which the world had never known."

"Somehow, thinking of Washington like that, always renews my vows of sincerity towards life. It makes me renew my determination that in doing whatever we do, we will build strong—build our greenhouses and our characters equally strong."

Having read these inspiring words of Mr. Harvey, you know why that day stands out so particularly strong in my mind.

You can also understand why I was more than usually pleased when one of our salesmen phoned that "The Harvey" had just ordered two Hitchings Houses—two Half-Iron Frame Houses, one 243 ft. by 33 ft. 6 in.; the other 252 ft. by 33 ft. 6 in.

We know you, who know the Harveys, can but congratulate us on numbering them among our customers.

Hitchings and Company

General Offices and Factory: Elizabeth, N. J.

NEW YORK
1170 Broadway

BOSTON-9
201 Devonshire St.

HORTICULTURE

Vol. XXXI

APRIL 3, 1920

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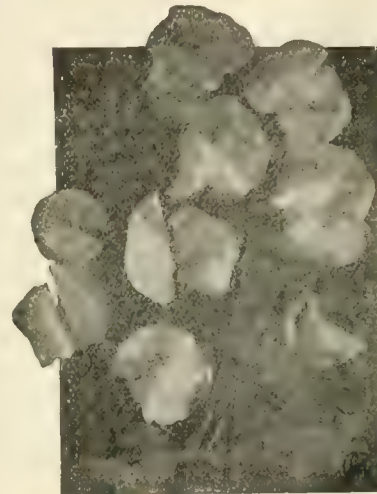
NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



For After EASTER

Sweet Peas in all the delicate shades, as well as the standard varieties, wonderful quality,

\$2.00, \$3.00 per 100

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.
BUSINESS HOURS: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK PHILADELPHIA BALTIMORE
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

FERNS

THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we RECOMMEND IT MOST HIGHLY."

Strong plants, 2½-inch pots.... \$3.00 per dozen, \$20.00 per 100
Strong plants, 3½-inch pots.... 7.50 per dozen, 50.00 per 100
Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50

NEPHROLEPIS:		Each
Elegantissima, elegantissima compacta, 3½-inch.....		\$0.35
Elegantissima and elegantissima compacta, 6-inch.....		.75
Muscosa, 5-inch75
Elegantissima and elegantissima compacta, 8-inch.....		2.00
Elegantissima and elegantissima compacta, 10-inch.....		4.00
Harrisii, 8-inch		3.00
Dwarf, Boston, 8-inch.....		2.00

If plants are shipped in pots, 10% additional.

F. R. PIERSON, Tarrytown, N. Y.

FERNS

We have on hand for immediate shipment a splendid lot of **Pot Grown Ferns**. All extra good value for the money. Shipped without pots.

	Size	Doz.	100	1000
Bostons	4-in.	\$3.00	\$20.00	\$190.00
	5-in.	4.50	35.00	325.00
	8-in. \$2.50 each			
Scottii	4-in.	3.00	20.00	190.00
	5-in.	4.50	35.00	
Cordetta Compacta	6-in.	4.80	50.00	
Cyrtomium Holly Ferns.....	4-in.	3.00	20.00	

VINCA VARIEGATED

Good strong stock. The 3 and 4-in. are heavy stuff. 2-in., \$2.75 per 100; 3-in., \$3.75 per 100; 4-in., \$12.50 per 100.

CANNAS

Three Inch Pot Plants Ready for Immediate Shipment.

King Humbert	\$6.50 per 100
Mrs. A. Conard	6.50 per 100
Rosea Gigantea	6.50 per 100
Fire Bird	6.50 per 100

Other Standard Varieties as listed in our catalogues at \$5.00 per 100.

ALTERNANTHERAS; ALYSSUM, Double Giant and Dwarf; BEGONIAS; LOBELIA, Crystal Palace Gem; HARDY ENGLISH IVY; LANTANAS, assorted; HELOTROPE; MOONVINES; VINCA, Variegated. 2-inch. \$2.75 per 100, \$25.00 per 1000.

Send for Catalogue Cash With Orders

R. Vincent, Jr., & Sons Co.
WHITE MARSH, MARYLAND

Henry H. Barrows

FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY

CHRYSANTHEMUMS

MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE, PENN., U.S.A.

Robert Pyle, Pres. Antoine Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

HILL'S EVERGREENS

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied
Price list now ready

The D. Hill Nursery Co.

Evergreen Specialists. Largest Growers in America
BOX 415, DUNDEE, ILL.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

Burpee's Seeds

PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

GARDENING FOR WOMEN

Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2-August 28
Write for Circular

SCHOOL OF HORTICULTURE

Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

It is cheering indeed to receive a letter such as the following:

"Ann Arbor, Mich., March 24, 1920.

Mr. John Young, 1170 Broadway, New York. My dear Mr. Young: At our convention held in Lansing last week a donation to the National Publicity Campaign was suggested. As this is the first year of our organization our treasury would hardly stand a suitable donation to this worthy cause. Nevertheless, we were able to raise a hundred and twenty seven (\$127.00) dollars by popular subscription which I herewith enclose. Please credit this to the Michigan State Florists' Association, and I trust in the years to come this association will be able to support this campaign to a far greater degree. Respectfully yours. W. S. Wells, Treasurer, Michigan State Florists' Association."

At the recent meeting of the Publicity Committee in New York a number of specimen page advertisements in colors appearing during the past few weeks in the magazines were offered for inspection. These advertisements were inserted by different manufacturers, and flowers were in every case featured in connection with the specialties advertised, the latter rather inconspicuously obtruded, dependence on the flowers for attraction to the advertisements being most obvious. A well-known hat manufacturer, whose issue of handsome poster cards drawing attention to a particular make of hats has long been a feature of his advertising, this spring is using a poster showing no pictorial design other than a splendid basket of spring flowers. This is truly saying it with flowers.

Plans for our magazine advertising in the immediate future are now settled, meeting the appropriation made by our committee for the purpose. Mother's Day is to be featured in the big weeklies, in well designed advertisements each occupying two columns; and several two column advertisements will appear in the June monthlies, with page advertisements in two leading magazines in May. A two column advertisement will also appear in a leading Canadian magazine. During the dull summer months a smaller double column advertisement will appear in a selected list of weeklies and monthlies, giving, practically,

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF ALL KINDS

Send For Our Catalogue.

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

THE HOUSE OF KELWAY

Has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

GIGANTEUM & HARDY LILLIES

GLADIOLUS CANNAS

AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

175 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR

CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS
RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

T. R. BEGONIA BULBS immediate shipment.

For Fall Shipment

LILIUM GIGANTEUM, FREESIAS and CALLAS, FRENCH and DUTCH BULBS, Etc.

Immediate Shipment

BAMBOO STAKES, RAFFIA, Etc.

Write for prices stating your requirements.

McHITCHISON & CO. 95 Chambers St.
NEW YORK

continuous publicity for our slogan throughout these months.

Our committee was unable to take advantage of one or two of the biggest magazines, for the reason, often stated in this column, that contracts are required to be made so far ahead that the committee could not conscientiously incur the necessary liability without having sufficient funds in sight.

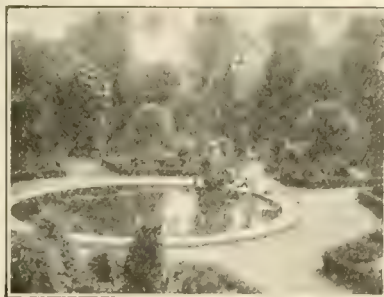
If a greater and more reasonable support in the way of contributions to the Campaign Fund were forthcoming, much more could be accomplished. The fund so far available has worked wonders, not only through the publicity we have been able to buy, but through the extra publicity which it has incited, in ways entirely unconceived. Our investment—we must surely call it this, since we are getting full and satisfactory returns for our expenditures—can hardly now be figured in dollars and cents when we consider it in the light of an asset. Many industrial captains have spent ten times the amount of money for publicity that the florists have spent, yet look upon our publicity with envious eyes, surprised at the tremendous results we have obtained for so little.

Still, we are only at the edge of the ocean of possibility open to us. We want more money, much more, to secure our full measure of benefit. We are like the small hungry boy looking into the pastry shop window, without a penny to satisfy his burning desire to taste of the good things he sees. If those florists who have not subscribed to the fund would only realize what there is before us, they would gladly dip down into their pockets and produce the necessary funds to enable us to make our slogan one daily, hourly almost, in the public mind. Just think of it—there are more than one hundred million birthdays observed in this country each year. There are, perhaps, one-fifth as many wedding anniversaries; and just as many other occasions when a timely suggestion "Say it with Flowers" would add to the volume of the florist business. This is what we aim to accomplish—but we cannot do it without the necessary support. Do you, Mr. Nonsubscriber, realize this? Cannot you be convinced?

Your pledge will be quite acceptable, if an immediate cash subscription is inconvenient. JOHN YOUNG, Secy.

1170 Broadway, New York City.

W. H. Elliott, of Brighton, Mass., is on his way to California where he will join Mrs. Elliott. He will visit many establishments on his way to the Pacific coast.



Garden Bordered with Box-Barberry.
Electros of this illustration Free with order of 1000 if requested.

BOX - BARBERRY

Well rooted dormant summer frame cuttings ready to set direct into the nursery without further expense.

\$65.00 per 1000

Many Leading Catalog Firms Will List Box-Barberry Next Season.

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.
New Haven, Conn.

SEND FOR TRADE BULLETIN.

**We are Headquarters for the BEST OF EVERYTHING
IN**

VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the **BAY STATE NURSERIES**
Wholesale and Retail **NORTH ABINGTON, MASS.**



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberose, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.

SEEDS AND BULBS
Boddington's

126 Chambers St., N. Y. City

A. L. Miller
Christmas and Easter Pot Plants
a specialty
Wholesale Only
Jamaica, N. Y.

DAHLIA ROOTS

CACTUS.

	Doz.	100
ATTRACTION. New hybrid, large clear lilac rose	\$8.50	\$60.00
AVALANCHE. New hybrid, pure white.....	2.75	18.00
*BIANCA. New hybrid, delicate pinkish lavender, long stiff stem.....	8.50	60.00
BORNEMANN'S LIEBLING. Rose pink.....	2.00	15.00
*ELLA KRAMER. Especially good rose pink....	1.75	12.00
*HELENE. Lavender pink with white center, fine free flowering sort.....	2.00	15.00
*J. H. JACKSON. Largest and best very dark crimson cactus, fine stem.....	1.75	12.00
*KRIEMHILDE. Pink with white center, very fine cut flower variety.....	1.75	12.00
MME. HENRI CAYEUX. Pink with white center.	4.00	25.00
*PERLE DE LYON. Hybrid, pure white with at- tractively fringed petals.....	4.00	25.00
RUTH FORBES. Hybrid, mauve pink.....	2.75	18.00
*STERN. Bright yellow.....	1.75	12.00
T. G. BAKER. Yellow.....	4.00	25.00
VOLKER. Yellow.....	1.75	12.00

PEONY.

*BARON G. DE GRANCY, or MADONNA. Large white with pale pink shadings, long stems, excellent for cutting.....	\$2.00	\$15.00
*GLORY OF BAARN. Clear soft pink very fine flowering, long stem.....	2.00	15.00
P. W. JANSEN. Rosey salmon and yellow.....	4.00	25.00
*QUEEN WILHELMINA. Best pure white peony- flowered.....	1.75	12.00
SOUTH POLE. Large pure white.....	4.00	25.00
SUNRISE. Bright pink.....	1.75	12.00

DECORATIVE.

*CLIFFORD W. BURTON. Bright yellow, one of the best for commercial use, an old standby.....	\$1.75	\$12.00
*DELICE. Bright pink suffused with lavender pink, popular commercial variety.....	1.75	12.00
ELSIE DAVIDSON. Large golden yellow.....	1.75	12.00
*FRANK A. WALKER. New, lavender pink, very free with good stem.....	5.00	35.00
HORTULANUS WITTE. New, pure white.....	5.00	35.00
*JACK ROSE. Deep crimson, good commercial sort.....	1.50	10.00
*JEANNE CHARMET. Pinkish lilac, very pretty and a good producer.....	1.75	12.00
JOHN R. BALDWIN. Salmon red.....	2.75	18.00
*MINA BURGEE. Scarlet, long stem, free flow- ing, called by many finest scarlet on the market	2.50	16.00

	Doz.	100
*MME. VAN DEN DAELE. Large flowers, white edged pink, fine form, long stem.....	2.00	15.00
*PRINCESS JULIANA. White, excellent for cut flower purposes.....	2.00	15.00
*SOUV. de GUSTAVE DOAZON. Giant red, larg- est and finest decorative in commerce.....	1.50	10.00
SYLVIA. Pink and white.....	1.75	12.00
WILHELM MILLER. Brilliant purple.....	1.50	10.00

COLOSSAL.

FIREBURST. Intense scarlet and very large....	\$4.00	\$25.00
MME. MARZE. Mammoth pure white.....	4.00	25.00
*MRS. ROOSEVELT. Delicate pink shading to soft pink, very handsome.....	4.00	25.00
*REGGIE. Cherry red, very free, long wiry stems.	1.75	12.00
*W. W. RAWSON. White tinted lavender.....	4.00	25.00
*YELLOW COLOSSE. New, immense flowers of pure primrose, the finest yellow commercial Dahlia.....	4.50	30.00

SNOW.

*A. D. LIVONI. Soft pink, always a standby, very free.....	\$1.75	\$12.00
*ACQUISITION. Deep lilac, large.....	1.75	12.00
DIAMANT. Pure white.....	2.75	18.00
*GOLDEN AGE. Sulphur yellow, free flowering..	1.75	12.00
*PRIMROSE DAME. Primrose yellow, free flower- ing.....	2.75	18.00
*ROBERT BROOMFIELD. Fine large white, tall grower.....	1.50	10.00
*STORM KING. Pure white, free bloomer, long stems, very satisfactory.....	1.75	12.00
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POMPON.

*DARKEST OF ALL. Deep crimson, nearly black, free flowering.....	\$1.50	\$10.00
*ELFIN. Yellow, good everyday variety.....	1.75	12.00
LA PETITE BARBARA. Small white.....	1.75	12.00
*LITTLE BELLE. Lilac pink, free flowering....	2.00	15.00
*SNOW CLAD. Small pure white, very free.....	2.00	15.00

The above list includes only those sorts suitable for com-
mercial purposes, but those marked (*) we recommend espe-
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ASTER SEED

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QUEEN OF THE MARKET. - White, Royal white, shell pink,
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1/2 oz. \$1.00; 1 oz. \$1.85.

MEDIUM EARLY.

ROYAL ASTERS. Long stem branching habit, free from lat-
erals, a valuable type; white, shell pink, rose, lavender,
purple, mixed, 1/8 oz. 40c.; 1/4 oz. 75c.; 1/2 oz. \$1.25; 1 oz.
\$2.50

MIDSEASON.

MIDSUMMER INVINSIBLE. An all around valuable florists'
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PINK ENCHANTRESS. An excellent midseason branching;
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We have taken space at the International Flower Show in New York, and L. J. Reuter will be in attendance the entire
week of March 15th, and will be pleased to meet all our friends. If we can be of any assistance to visiting florists, don't fail to
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BIG DAHLIA EXHIBIT PLANNED.

The American Dahlia Society has engaged the entire conservatory and roof garden of the Hotel Pennsylvania, opposite the Pennsylvania Station, 32nd-33rd streets and Eighth avenue, New York, for September 27, 28, and 29, for the Annual Exhibition of the Society. The exhibition will open on the evening of September 27 and close on the evening of the 29th.

The roof garden is used during the

summer as a restaurant. It has good daylight on all four sides and the entrance is through the conservatory on the roof. The space is very large, something like 12,000 square feet in a long hall giving wonderful decorative opportunities.

A determined effort will be made to make this the largest exhibition ever given of any single flower. Plans will be rapidly perfected and developments will be stated later. EDWARD C. VICK, Sec.

GENERAL NEWS NOTES.

Seventy-one merchants re-opened the old Siegel-Cooper store on March 22. Each will operate individually, but with delivery and other service facilities in common. Peter Kutrumanes has the flower shop, and Grossberg, Tyler, Finnerman Co. has the arti-
ficial flowers, decorations, baskets, vases, etc. Each is on the main floor.

HORTICULTURE

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APRIL 3, 1920

No. 14

THE TALK OF THE TRADE

Of course I was not very much surprised to get a comeback from Mr. W. N. Craig in answer to my article on Daylight Saving, and I am not satisfied to let his letter go without my reply.

To begin with, I made a mistake in using the word "florist"; what I intended to say was "grower," and when I say that the growers are not generally favorable towards Daylight Saving I still think that I am not very far away from the truth. First of all, I will admit freely enough Mr. Craig's right to his opinion, but he mustn't get disgruntled if he can't make everybody think the same way.

As to the meetings of florists' organizations, I think I have attended practically all of them. When the Gardeners' & Florists' Club of Boston voted to favor it, that club surprised no one in taking that stand, for first a good strong talk was given entirely favoring it, and secondly it was not voted by commercial growers, as the commercial grower is not the majority at those club meetings. That also applies to the meeting of the Florists' Association of Boston, as the growers are also in the minority, as we all know the membership shows a large number of salesmen in the market, wholesalers and retailers, and more than that I know several growers who attended that meeting who opposed daylight saving but knew it was useless to vote against it as they would be outvoted; consequently did not voice themselves in any way.

I want to say also that I don't blame any of the florists for favoring it. I like it myself; I like the plan, but a florist who is a grower employing help and growing outdoor crops has his business affected and that is why I said that many of them do not approve of it. The answer that the possibility of earlier cutting of flowers in the morning offsets the rose grower's objection to cutting so early in the afternoon is not tenable. I believe that it is a recognized fact that late in the afternoon flowers open very rapidly. Many a rose grower knows that some varieties of roses really demand cutting very late in the day, and that they stand practically still until the sun be-

gins to show its rays the next morning.

Certainly if we must have D. S. it would be much better if we had a National law for daylight saving; that is about the only point where I can agree with Mr. Craig, but until we have that there are going to be a great many complications which will be annoying. However, I come back to the point which I had previously in mind: The grower whose business is affected, and that, of course, means his pocket-book, cannot be expected to favor daylight saving, and that grower is the one who operates glass and who also has outdoor crops.

As an illustration of the inconveniences if Daylight Saving is to be localized instead of becoming a National law, I quote from a newspaper clipping: Outside of Massachusetts chaotic conditions reached a climax in Hartford, where both time schedules are in operation with little apparent success. Hartford courts were run yesterday on standard time, while the daylight saving plan was followed in the offices of the United States marshal and by the United States district attorney and deputy clerk of courts. On the other hand, the customs and department of justice offices were adhering to standard time. Deliveries of mails, however, were made on the daylight saving schedule, despite the fact that railroads were running on standard time. Other Connecticut cities and towns experienced the same difficulties, which were by no means lessened when thousands of citizens set their clocks an hour ahead, while thousands of others decided that they would rise by the old schedule.

These difficulties as noted above are in addition to the troubles which the grower finds it necessary to face. Again I say let it be National or not at all.

It is interesting to learn that orchids are being grown in largely increased quantities across the border. Mr. W. G. Peacock, of the Dale Estate, Toronto, recently told me that he is having a large business in orchids this

season. The firm started with only fifty plants, he said, but the stock has now been increased to sixty-four thousand. "In fact," said Mr. Peacock, "we consider that we now have the finest commercial collection of orchids on the North American continent."

As a matter of fact, orchids have been grown commercially in Canada only about fifteen years, and during that time the bulk of the flowers have been shipped to the United States. It is only recently that Canadian florists have been able to educate the Canadian taste for this flower. Now the call is growing and it is fair to expect that the Canadian demand will soon largely absorb their total output.

Continuing the talk on Chrysanthemums, I come to a list of Pompons, but this is not easy. There is certainly one wonderfully fine lot of Chrysanthemums grown; the varieties cover all shades, types and seasons. I shall try to mention some which to me appear to be of the best. Other growers may have their favorites which with them are most satisfactory, but in a general way these which I will mention are good marketable varieties in their seasons.

For early white, we have both Maid of Kent which is an excellent button type and Wanda, which is a pure white of the larger flowered type. Both come in between October 15 and 30 according to the season. White Lillian Doty is without question as fine a white pompon as there is on the market. It is an all around satisfactory and profitable variety. This also comes in the latter part of October. Following this we might mention Marianna, which is a large flowered pompon and an excellent grower. Its flowering season is from November 1st on to the middle of the month. Baby Margaret is a sport of the yellow button type Baby and comes in about the middle of November, and for a Thanksgiving white I find that a lot of growers favor the old standby Diana. It has good size, is a wonderful producer and will turn in dollars and cents if any pompon can do it.

In pink, a lot of growers think first of all of Niza. It is pale pink in color, is as early as any good pompon and shows good returns each year. It matures between Oct. 1 and 15. Nesco is

a deeper pink, in fact it is really an old rose color, is a fine grower and producer and will follow close after Niza. Then we come again to the Doty family. Lillian Doty is known by all and it is only necessary to say that there is none better. Fairy Queen is a clear lively pink, good size flower and a good grower, producing long stems with plenty of flowers. Don't leave it out. Its flowering season is the latter part of October. Delphine Dodge is also another very satisfactory sort. It is one of the newer ones but good in every way. For November 1st, there is a good light pink button type well worth growing called Donald. Acto, a deep pink large flowered type of pompon is very fine for the middle of November and can sometimes be held for Thanksgiving. It also has long stems and is a good producer. For Thanksgiving, I don't think anything will beat Western Beauty. It is a rose pink shade, produces very long stems and is a free and fast grower.

In yellow, there are a number of mighty good varieties. Take for instance Zora and Skibo for the earlier sorts, blooming close to October 15. Both are good color and profitable sorts. Golden Climax is one of the most popular varieties, free, easy to grow and comes in the early part of November. Golden West also comes about this time, but this is a large button type and makes a good running mate to Golden Climax. Harvest Moon I forgot to mention as a middle of October variety. It is a generally satisfactory variety of the button type and very prolific. Quinola for Thanksgiving and Romaine Warren also for Thanksgiving are both varieties to pin your faith to. Quinola is a clear golden yellow color, while Romaine Warren is deep yellow shading into bronze. Both are good growers and good producers. We mustn't forget the little yellow button which is used so much for corsage work and other purposes where small flowers are needed, Baby, which is largely grown and always has good demand.

In red and bronze for early, Adironda is hard to beat. It is a bronze button and good in every way. Doris is also a bronze button type and has very attractive coloring, also reddish bronze. Mrs. Beu or Frank Wilcox, whichever way you wish to call it, is a popular standby for Thanksgiving trade both for sprays or cut flower purposes. Anyone can grow it and if any pompon will turn in profit, this one is capable of doing it also. Hilda Canning, another Thanksgiving variety, is well liked, but sometimes we cannot hold it for Thanksgiving; it all depends upon the season. The

reddish bronze button flowers of Hilda Canning are very attractive in their coloring and this variety is well worth keeping on your list. For red, I don't know of any that I think more of than Jules Lagraverre. It is deep red in color, of good size, good finish and a good producer.

Before I leave the subject of pompons I want to speak of a few varieties that do exceptionally well when grown for disbudded flowers. For a number of years past, the New York market in particular has been offering these flowers and they have found a ready sale. Take the varieties Acto, Fairy Queen, the Dotys and Frank Wilcox as examples. They do well when grown disbudded. Start your plants early, pinch them and grow them two to three flowers to the plant and disbud them the same as you would any large flowered type. It will turn out a crop that is always in demand and if I am not greatly mistaken will pay you as well if not better than a lot of the large flowered types.

The Edward R. Rhodes Post, American Legion, Tacoma, Wash., has sent a resolution to Franklin D'Olier National Commander, favoring the adoption of the Shirley poppy as the memorial flower of the legion, and suggests that every member of the American Legion on Memorial Day, 1920 and every year thereafter, wear a red poppy. The formal adoption as proposed would require the action of the American Legion in convention.

ORCHIDS IN AMERICA.

Mr. Manda's Interesting Paper Has Many Personal Allusions.

During the Flower Show in Boston last week a number of important papers were read about orchids and orchid growing. One of the most interesting papers was that of W. A. Manda, because it dealt largely with the names of the men and women who have become famous in orchid history in this country. In part Mr. Manda's paper was as follows:

While dwelling on the history and development of the culture of the first orchids in America we should not forget that long before the discovery and conquest of this continent the progressive rulers of Mexico appreciated orchids to a great extent. Early historians relate that choice flowers and especially orchids were the daily tributes to the rulers of Mexico. Some of the names were even mentioned, such as the fragrant "Stanhopea Tigrina." It is also stated by the same historians that no one was allowed in the presence of Montezuma or other high personages without profuse gifts of choice flowers which were used profusely for every public or religious ceremony.

In this country orchid culture began in the early eighties. We find a record that some orchids were grown in the

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Harvard Botanical Gardens but it was not until after the Civil War that orchids began to be appreciated and grown in large quantities like other plants.

Among pioneers in this country we can note such names as Louis Menand of Albany, N. Y., a grand old Frenchman that loved his orchids as much as his cacti; George Such, Perth Amboy, N. Y.; Henry A. Siebrecht, New Rochelle, N. Y.; Mr. Bush, Tremont, N. Y., and Mr. Mathews of Utica. The above were growing orchids commercially, while among the private growers we find in the early days such names as Erastus Corning of Albany, N. Y., who had at one time the largest and finest collection of orchids in cultivation, especially rich in Phalaenopsis including the Unique Phalaenopsis Harriettae, besides a fine collection of Odontoglossum which were grown quite successfully.

Mr. F. L. Ames of North Easton Mass. had an unsurpassed collection of orchids, growing Odontoglossums and Masdevallias to perfection. This collection contained a good many rare and unique specimens which were always seen at the flower shows of the Massachusetts Horticultural Society. Mr. H. H. Hunnewell of Wellesley, Mass. had a good representative collection of orchids among his remarkable plants. Mr. D. S. Brown of St. Louis, Mo., had a collection which has been donated to the Missouri Botanical Gardens of St. Louis.

Other amateurs in the early days were, Mrs. Jack Gardner, of Brookline, Mr. Robert C. Pratt of Watertown, Mr. Payson of Watertown, and Mr. Gilmore of North Easton. The growers of these establishments, Wm. Robinson, F. L. Harris, David Allan, Robert Bottomley and Thomas Greaves, were keen competitors at all the shows of the Massachusetts Horticultural Society, although the prizes then offered were not larger than those offered for a head of lettuce or an apple. Many of the specimens then shown have never been excelled.

Other amateurs of the early days days were Mr. De Witt Smith of Lee, Mass., who gathered a wonderful collection of Cypripediums, Miss Morgan of New York City, Mr. Smith of Troy, N. Y., who has grown some wonderful Cymbidiums and Ceelogyne out of doors during summer, Dr. Brigham of San Francisco, Cal. and Mr. Dinsmore of Staatsburgh, N. Y.

Miss Baldwin of Philadelphia, Pa., grew for a number of years a choice collection of Orchids in her greenhouses and displayed same in a special conservatory facing Chestnut street, where thousands of passersby enjoyed their beauty. Mrs. Geo. Wilson of

Philadelphia, Pa., had a fine collection of Cypripediums, while the late Mr. Roebling of Trenton, N. J., had a very representative collection which included many choice varieties and hybrids.

Mr. Henry Graves of Orange, N. J., had a large collection of Cypripediums and other Orchids. Other New Jersey collections were those of Mr. J. W. James and Mr. H. McKay Twombly both of Madison, N. J.

Coming to the years of 1880 to 1890 Orchids had quite an impetus. Mr. De Forest of Summit, N. J., had imported large quantities of Orchids for cut flower purposes and was really the pioneer in growing Orchids for cut flower purposes. Shortly after Pitcher & Manda of Short Hills, N. J., had assembled the largest collection of Orchids in the world, with a unique collection of Cypripediums and all the leading varieties of Orchids by the thousands, while every Botanical Orchid procurable was represented by some specimens.

Commercially the largest quantity of Orchids numbering over one hundred thousand plants are grown now by Thomas Young, Bound Brook, N. J., who grows them especially for cut flower purposes. In this establishment a large number of seedlings are being raised both of natural species as well as hybrids. However, they are mostly of Cattleyas and allied Generas such as Laelia, Brassavola and such class of plants.

Lager & Hurrell of Summit, N. J., Geo. Baldwin of Mamaroneck, N. Y., L. Carrillo of Mamaroneck, N. Y., are Orchid specialists and do not grow other plants. Other firms growing a quantity of Orchids either for sale as plants or cut flowers are J. T. Butterworth of So. Framingham, Mass., Frank Dolansky of Lynn, Mass., Thomas Roland of Nahant, Mass., Joseph Manda Co. of West Orange, N. J., Thomas Jones of Short Hills, N. J., Herman Komische of Secaucus, N. J., Fred Burki of Pittsburgh, Pa., Jos. Heacock of Philadelphia, Pa., Alphonse Pericat of Collingwood, Pa., Poehlmann Bros. of Chicago, Ill., Ferrari Bros. and Carbone of San Francisco, Cal. The Dale Estate, Brampton, Ont., is the main Orchid grower in Canada.

Beside these establishments there are thousands of commercial growers that grow anywhere from 100 to 1000 Orchids in their establishments.

Orchid hybridization began about 1885 and the first hybrid Orchid of American Origin, Cypripedium Arnoldianum (Cypripedium Concolor and Cypripedium Superbiens) was exhibited by Pitcher & Manda before this Society in 1890 followed by other hybrids.

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I have been selling plants since 1870. There has been put out to the market in that time 2600 named varieties, you can count your fingers and you will have all the best ones. You will not throw my Catalogue into the waste basket after you have read it. The average strawberry yield in the U. S. A., to an acre is 2000 quarts. On page 15 I will show you how to multiply this by four. The finest berry this side of Texas. I have 500,000 Plants of the Howard 17.

C. S. PRATT, Athol, Mass.

Cultural methods have changed a great deal since the mystery in which Orchid culture was shrouded in the early beginning of Orchid Culture in this country as well as Europe was dispelled. It was found that there was no necessity of building special houses in which to grow Orchids and that the plants delighted in plenty of light, air and considerable sunshine.

The Orchid material, especially peat, was imported from Europe, while now thousands of barrels are exported to England, France and Belgium. In the early days of Orchid Culture the American growers depended solely on Europe, especially England, for their supply of plants, but since the eighties direct importations were made to the United States from different parts of the tropics in such a quantity that at times Orchids were exported to Europe.

Several Orchid Collectors left United States for the tropics and have successfully shipped great quantities of Orchids into the United States and such men as John E. Lager, Livingston, De Buck, Sachse, Massmann, Carrillo and others were pioneers in that line which has now been brought to a stand still on account of the unreasonable Quarantine No. 37.

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The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

Publishing Puzzles

It is a little hard for the average florist or gardener to realize the difficulties with which the trade press is struggling at the present time. If they did realize fully the nature of these difficulties, probably they would be even more willing than they are to give the papers their hearty support, both with subscriptions and advertising copy. The trade papers are necessary for the success of the trade. They fill a mission the importance of which is perhaps not fully appreciated. They are always ready to assist the trade in every undertaking which will better the business of the florists and the nurserymen. Yet they have not been able to participate in the prosperity which the florists in particular have enjoyed. A paragraph from the American Botanist, discussing this matter, is remarkably pertinent and is reproduced with considerable relish:

"When it is recalled that ordinary type-stickers are clamoring for more than a dollar an hour for a forty-hour week and that paper-makers are demanding from twelve to sixteen cents a pound for book paper worth about seven cents, it is easy to see what the publishers of magazines are up against. More than half of the strictly scientific magazines are now carried by publishers who have no hope of adequate return, but who continue to provide information in much the same spirit that the true scientist publishes his discoveries to the world. The editor is no exception to the general run and has gradually found himself in the position of the diminutive newsboy who was found buying papers for two cents and selling them for the same price. When asked what he got out of such a transaction he replied, 'I git a chance to holler!' There may be some who think that as long as the editor gets a chance to 'holler' he should be satisfied, but they fail to

consider what might happen if he gets tired of hollering. The best way to keep this magazine on the job is to push it whenever you can. Urge your friends to subscribe and mollify your enemies by subscribing for them!"

Horses vs Trucks

Many people have accepted as a fact the prevailing notion that horses are giving way to automobile delivery trucks so rapidly that in a short time they will practically cease to be seen on city streets. It appears, though, that a reaction is already setting in, and florists will be wise to carefully consider the comparative expense of maintaining horses and motor trucks under present conditions. A careful investigation has been made in Chicago, revealing the fact that not a few concerns are finding horses much more economical than motor driven vehicles. One Chicago newspaper, after trying machines for four or five years, went back to horses in 1919, putting on 132. It is reported that they have saved \$30,000.00 in the past year as a result of this move.

The United Delivery Co., of Evanston, Ill., which delivers packages for all the groceries in the town, states that it kept accurate costs for a year from December 1, 1918, to December 1, 1919, and found that it cost six and a fourth cents a package for horse delivery against eight and a fifth cents for auto truck delivery, Ford trucks being used. The company had one competitor who used trucks exclusively, and he has been driven out of business. This concern is now disposing of its automobiles, replacing them with horses.

It appears that the average life of a horse in the city is eight years. Then he sells for an average of one-fifth the original cost. It is on this basis that the horse wins out. After a careful comparison, a baking company found that it cost \$58.60 a month for the up-keep of horses and \$171.00 for the up-keep of its automobiles. The horses averaged ten years' usage, but the machines were junked in three years. Four years ago this company had 24 automobiles; now it has only three.

It is only recently that it has been possible to obtain reliable figures on which to scientifically gauge depreciation of motor trucks. Often the statement is heard that horses eat their heads off when they are kept idle, but that there is no cost for a machine when it is not in use. This is a tremendous mistake. The depreciation is going on all the time, and amounts to a much larger figure than the maintenance of horses, the depreciation of the latter being very much slower. It is well known that a motor truck sells at a greatly decreased price even though it has been used only a short time, while a horse often brings as much or more at the end of a year's service as when purchased. One contractor says that he can keep three teams in the barn cheaper than he can keep one of his big trucks idle. This is solely because of the rapid depreciation.

Investigation also shows that a number of concerns have become bankrupt simply because of their haste in loading up with delivery trucks. Certainly the horse has had the advantage during the past winter, for he seldom failed to get through, while automobiles were stuck all along the roads. It is said that at times within a radius of four miles of the heart of New York City, so many machines were stuck fast in the snow that it was difficult to get by even with horse drawn vehicles.

It is true that these facts and figures are quite contrary to what most people believe to be true, but they are indisputable, and florists as well as others who must make many and frequent deliveries, should carefully compare the relative cost of automobile trucks and horse drawn vehicles before they make any costly changes.

NURSERYMEN'S TRADE MARK.

It is to Be Used by all Members of the American Association.

The American Association of Nurserymen has designed a trade mark which has been duly filed for registration in Washington. It is expected that this new trade*mark will be used by members of the association throughout the country. It can be used only by members, and will identify them with the association's advertising and its standard of ethics as set forth in its advertisements to the public. In his announcement to the trade Secretary John Watson says:

The trade mark of your association has been duly filed for registration in Washington for protection against infringement. It can be used only by members; its use identifies members with the association, with the association's advertising and with the association's standard of ethics as set forth in its advertisements to the public.

The trade mark grew out of many hundreds of ideas suggested. It might be better; it is the best that could be evolved by those who made it. It holds these fundamental ideas:



Trees and plants; grown and sold by members of the American Association of Nurserymen; stock that is "Trustworthy"; buyers protected by the chain of 400 members standing for the fair deal.

The basic idea is in the association's amendment to its Constitution adopted in convention as Article IX, providing for fair dealing as a condition of membership, and setting up a Vigilance Committee to secure that.

That is the most outstanding fact in American Horticulture today. It means a new relationship between the nurserymen and the planter. It places this association in line with progressive business; it establishes new standards.

They are serviceable only if made known; the public is entitled to know what you stand for. You are entitled to have it known. In response to the action of your Market Develop-

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ment Committee, taken after consulting you through the questionnaire distributed, advertising has been placed in the papers named below and in copy reprinted in this report.

Advertisements: The copy was carefully prepared and every statement thoughtfully weighed. The idea advanced and the policy advertised are found in Article IX above referred to.

Publications: The list now used does not include all the good papers; there are many others; when we have more money to spend, we can use more papers; those selected were carefully chosen because of their high standing, their large circulation and their distribution over the territory where our members are located. They all go to land-owners, home-owners, present or possible buyers of your goods—in short, to your customers. Every issue means carrying your message to over four million, six hundred thousand people directly interested.

No obligations have been assumed beyond the money actually on hand and appropriated for this purpose.

SEPARATING DAHLIA TUBERS.

Take the dahlia clump as it was harvested, with the portion of the original stalk from which the top was removed (same as shown in the accompanying illustration).

Upon examining the clump you will notice that the tubers formed at the base of the stalk, and that each tuber has a crown, neck and body. The crown being the building portion where it is connected with the clump, the neck the small portion between the crown and the body of the tuber.

By examining carefully, small eyes or sprouts can be detected on the crowns and stalk-base. These eyes produce the new plants, so in separating it is necessary that each tuber have an eye. Without an eye the tuber is absolutely worthless.

In separating a sharp knife should be used and great care taken. The best way is to remove each tuber individually, but in cutting it is necessary that each tuber have a crown or

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a portion of the stalk, as it is upon this that all eyes grow.

First of all, select the tuber that you think can be most easily removed. With the point of your knife cut deeply into the base of the stalk (the black lines in the illustration showing place to cut), cutting so to leave an equal amount of the stalk-base for each tuber, and so that each tuber has its crown. By cutting deeply into the stalk-base on both sides, the tuber becomes separated from the clump, leaving a "V" shaped portion of the stalk-base as a crown or head, upon which the eye is found or will grow.

The next tuber favorably located from the separating standpoint can then be chosen, and removed by again cutting the stalk-base, and so on until the stalk-base becomes the crown of each individual tuber. When the tuber is planted, it should be laid flat six inches deep, so the crown, around which the new tubers form, will be sufficiently deep to have plenty of moisture, which is necessary that the tubers may develop properly. The sprout will grow from the crown and soon reach the top of the ground producing a plant, the stem of which when full grown becomes the stalk.

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While some growers have been questioning the profit to be found in Callas, others are producing them in large numbers and seem to find them a paying proposition. From now on, however, it will be necessary to give them special care, keeping them fumigated at least once a week, as flies and thrips multiply rapidly at this season. There must be ventilation whenever possible, but the night temperature should be kept up to 60 degrees. Callas need an abundance of water at the roots, and a good syringing every day is required to keep thrips and red spider in check. Feeding with liquid manure is also a wise measure.

From now on ferns will need water without stint, and when possible it's a good plan to plunge them into sifted coal ashes. This can be done if they are in small pots and will help to prevent their drying out. Small doses of liquid manure once a week will help large ferns. As a rule a little shade will be required as the sun gets higher, to protect the foliage. Most ferns thrive with a night temperature of 60, but of course, moisture must be provided during the day by damping down two or three times. Ventilation without draughts is very essential.

If you expect to have good Baby Ramblers next Easter when they undoubtedly will be in great demand, it is time to start with one year old stock, potting up the little plants into six or seven-inch pots. It has been found that a soil consisting of fibrous loam, three parts, well decayed manure, one part, and a six-inch pot full of bone meal to a wheelbarrow load, will give good results. Be sure the soil is firmed around the

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edges in the pots. The plants must be headed back hard and kept in a cool house with plenty of light and ventilation until they are high enough for supports. It is most imperative to give a regular syringing as otherwise the red spider is sure to appear.

Potted stock will need careful watching as the weather gets warmer with the ventilators up as the air dries out quickly. It is often necessary to water the outside row of plants even when those further in are fairly moist. Some gardeners make a practice of first watering the outside rows and then going over the whole bench again, with the result that the outside rows get a double dose of water. Water regularly across the bench, two rows at a time and then two rows back. This is much safer than skipping around. Syringing is also a matter to be done carefully, particularly when roses are in small pots. The operator should use a steady spray from side to side so that none of the plants will be knocked loose in the pots. The work should invariably be done in the morning, as early as possible. This is true of all roses, but applies with special force to American Beauties and other kinds which easily become spotted.

Occasionally a florist is found who has a good supply of Bleeding Heart, and there is every reason to believe that this plant would sell very well indeed at Easter time if it were offered freely. There is one point to remember if you want to make a friend of your customer. Be sure to tell him or her to keep water in the saucer under the pot as long as the plant is in bloom. Bleeding Heart and florists' Spiraeas are about the only common plants which thrive with this sort of treatment, but they thrive with water at the roots.

This is the season when the red spider gets busy in the carnation house, but the pest can be kept down pretty well by the free use of water. It is very important to have an abundance of ventilation in the carnation house from now on, for otherwise the hard growth required will not be developed.



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ROSE SOCIETY FLOURISHING

Report of Treasurer Harry L. May
Submitted at the Annual Meeting.

It was expected that the Gertrude M. Hubbard gold medal would be presented to Mr. E. G. Hill, originator of the Rose Columbia, at the recent meeting of the American Rose Society at New York City, but as Mr. Hill could not personally be present, it was decided to postpone the presentation to a later date, probably some time in June. At this meeting the report of the treasurer, Harry L. May, was given and was as follows:

Receipts.

Cash on hand	\$2,137.58
Received from secretary	4519.07
Interest on mortgage certificates	150.00
Interest on permanent funds	30.04
Interest on general account..	3.59

\$6,840.28

Disbursements

Rose annual and printing.....	\$2,757.84
General expenses	834.21
Deposited in permanent funds	450.00
To Balance	2,798.23

\$6,840.28

Permanent Fund.

Westchester & Bronx Title & Mortgage Guarantee Co.
Three mortgage certificates \$3,000.00
Summit Trust Co.
Permanent fund

950.00

Hubbard Memorial Fund for Medal

250.00

The executive nominated for honorary membership in the society, Dr. W. Van Fleet and John Cook. These men were elected by a unanimous standing vote.

The time and place of the next annual meeting was referred to the executive committee with power.

The following officers were unanimously elected: President, Robert Pyle, West Grove, Pa.; vice-president, F. L. Atkins, Rutherford, N. J.; secretary, E. A. White, Ithaca, N. Y.; treasurer, Harry L. May, Summit, N. J.; executive committee for three years, S. S. Pennock, Philadelphia, Pa., J. A. Currey, Portland, Ore., Thomas Roland, Nahant, Mass.

E. A. WHITE, Sec.

THE AMERICAN ROSE SOCIETY

The following rose has been accepted by the rose registration committee of the American Rose Society, and unless objections are received in the Secretary's office within three weeks of this publication the registration will become permanent.

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess' (White with pink zone, primrose eye)....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
Farquhar's Giant Red	1.75		

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .60

CAERNATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; 1/4 oz., \$2.00

LOBELIA. Farquhar's Dark Blue, Dwarf..... 1/4 oz., \$0.85; 1/2 oz., \$1.50

PETUNIA. Farquhar's Ruffled Glants Mixed..... 1/16 oz., \$4.00

SALVIA SPLENDENS BONFIRE
 1/4 oz., \$1.00; oz., \$3.75 |

SALVIA SPLENDENS COMPACTA
 1/4 oz., \$1.00; oz., \$3.50 |

SALVIA SPLENDENS
 1/4 oz., \$0.75; oz., \$2.25 |

SALVIA ZURICH
 1/4 oz., \$1.50 |

VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00

VERBENA. Farquhar's Mammoth Hybrids Mixed, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00

VINCA. Bright Rose, White with rose eye, Pure White..... 1/4 oz., \$0.50; oz., \$1.75

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NEWS NOTES.

Bloomfield, N. J. Jacob Hauck, the Montgomery St. florist, sustained a loss of about \$5,000 last Saturday. The boiler room adjoining his greenhouses was flooded, which put out the fires and ruined his stock of Easter lilies.

Clinton, Mass. Sawyer, the Florist, has moved his store to the Cannon Block, 190 High street.

Name. Red Columbia.

Class. Hybrid Tea.

Parentage. Sport of Columbia.

Description. General characteristics of this variety are identical with Columbia except the color is a brilliant scarlet, and the petalage is not so full as Columbia. The color is similar to Hoosier Beauty.

Originator. Jos. H. Hill Co.

E. A. WHITE, Sec.

ORCHID SHOW IN BOSTON.

Paid Admissions Numbered More Than Ten Thousand

The Orchid and Flower Show at Horticultural Hall, Boston, last week, proved one of the most successful exhibits ever given by the Massachusetts Horticultural Society. The show itself was of high quality and staged with great skill. The total paid admissions numbered over 10,000, and of course all the members of the society were entitled to free admission, so that the attendance was much greater.

At the close of the show on Sunday night, the cut orchids were distributed to the hospitals throughout the city at the request of Mr. Burrage.

Among the awards, the Arnold Arboretum received two gold medals for its Azaleas, and a certificate of merit for each one of the 50 varieties shown. This is a record never before equalled by any exhibit.

THE NATIONAL ORCHID ASSOCIATION

New Organization Formed During the Big Show in Boston Last Week.

At a meeting of orchid growers and enthusiasts, about 40 in number, which was held in Horticultural Hall, March 25th, it was decided to go ahead with the plan of organizing a National association. Thomas Roland of Nahant presided, and among those who spoke were Messrs. Manda, Lager, Rolker, Butterworth, Loveless and Craig. It seemed to be the general sentiment that while the Association should have the backing and support of the commercial growers, at the same time it should be devoted to the interests of the amateur orchid growers. It was proposed that so far as possible they be allowed to dictate the policy of the organization, although the commercial men have given their hearty support to every undertaking.

Mr. Loveless then moved that the matter of organizing be taken up. Mr. Roland was elected temporary chairman, Mr. Craig, temporary secretary, and Mr. Loveless, temporary treasurer, and the chair appointed a committee of three to nominate a committee of fifteen to form the executive committee. As many of those named on the executive committee were not present, it was decided not to give out the list until acceptances had been received. This committee of fifteen, together with the officers, will perfect the organization and will probably report at the Cleveland meeting of the S. A. F.

About thirty of those present en-

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Tel., Main 6267 5948 **WELCH BROS. CO.** 262 DEVONSHIRE STREET BOSTON, MASS.

rolled as charter members of the organization.

There are great possibilities before the new orchid association, and it is believed by those behind it that it will become a powerful factor in exhibitions, in the matter of registration and classification and other ways relating to the orchid growing industry. Much needs to be done in the way of proper classification, and through the agency of such an organization work can be carried on much better than in any other manner. Eastern growers in particular are enthusiastic over the outlook for the society.

THE MARKET

As HORTICULTURE goes to press, the market begins to show a slight advance. There is every promise of abundant supplies, excepting that here and there a shortage of lilies is reported. Apparently, however, there are many more lilies in the country than florists in general realized. Reports show that normal importations were made last fall in spite of the rumored scarcity and the fact that one ship loaded with bulbs went down. It had been believed that the supply around

Boston was much smaller than usual, but still the price has not been as high as was anticipated. On Wednesday, lilies were selling at 20c. a bloom in Boston, and there was no insistent demand. In most other places reports showed prices from 20 to 30c., and all along the line there was a general advance promised. At the same time it was apparent that most all other flowers were in full supply.

Roses are selling in most markets for 8 and 10c., excepting Beauties, which are bringing up to 50c. Carnations have been pretty well down in Boston, running from 5 to 8c.; Pittsburgh reports them from 8 to 12c., which is more like the average in other cities. Sweet peas are down in some of the Western markets, selling as low as 75c.; in Boston they have been bringing from \$1 to \$3. Snapdragon seems to be rather higher in Boston than in Pittsburgh, for in the latter city they are down to \$1 and \$2. Freesias and jonquils are bringing about 6c. Violets are down to \$1 in Boston. Altogether the promise as we go to press is for a very good Easter trade, but without any special outstanding features.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

I have a letter from Mr. Robert S. Sturtevant, of Wellesley, Secretary of the American Iris Society, in which he calls attention to an error in the March issue, when reference was made to the origin of the Iris Sherwin Wright. Mr. Sturtevant says:

"Iris Sherwin Wright was first listed in 1915 or 1916, by Martin Kohankie of Painesville, Ohio. It was found in a bed of Hector as I remember it, and the entire stock was sold to Henry A. Dreer and first listed by that firm in 1917. It grows thriftily, is about 27 inches tall and though not the only variety of its color, is an unusually vivid yellow. According to report it was originally named after two ladies, Mrs. Wright and Mrs. Sherwin, combined as Mrs. Sherwin-Wright, which has been well abbreviated by the omission of the 'Mrs.' in more recent catalogues.

"The American Iris Society wishes, whenever practical, to give proper credit to the original introducers; often this is impossible, but in this case the origin is well-known."

I am very glad to make the correction and to learn that the American Iris Society is so keen in watching out for every mis-statement which appears in regard to the flower for which it stands sponsor. This sort of thing helps to prevent any inaccuracies.

If I have not already spoken about the horticultural number of the Land-

scape Architects' Quarterly, I wish to say a word about it now, because it is a publication of great value to nurserymen and all others who have to deal with shrubby plants. This issue of the quarterly is given over almost wholly to a check list of the plants mentioned in the Arnold Arboretum Bulletins, which is to say, the native and foreign shrubs and trees which are growing in the Arnold Arboretum. It must have been a long and difficult task which Mr. Charles Downing Lay and Mr. Robert Wheelwright have carried out, but with this list to work from it is possible to learn the most important points about any of the hundreds of different plants, species and varieties which have been discussed in years past in the Bulletins of the Arboretum. In each case the approximate size of the plant, the time of flowering and the habitat are given, and in most instances more or less extended remarks are made. As a guide to the contents of the Arboretum, as well as a means of keeping track of the newer introductions, this issue of the Landscape Architects' Quarterly is of the greatest value.

It was with great pleasure that I learned of the plan to give away a bulb of the Regal lily to the first hundred people who got tickets each day for the Orchid Show at Horticultural Hall in Boston. In this way several hundred of these wonderful lilies will

be grown by people who probably would not otherwise have them in their gardens. In some instances there seems to be a belief that the lilies should not be planted except in the fall. As a matter of fact, if the bulbs are put in any time before the last of April, they should bloom the coming July, although perhaps being a week later than those planted last fall. I hope to see the time coming when the Regal lily will be as common as *Lilium speciosum* in all the gardens of this country.

After all, though, it was the value of the lily as a pot plant which impressed me most at the show. Those exhibited by the Farquhar Co. made a splendid display and proved beyond a doubt that the lily can easily be forced for, Easter and for the spring sales. Hard forcing had taken a little of the warm color from the throats of the lilies, but otherwise they were in excellent shape.

While the Japanese azaleas exhibited by the Arnold Arboretum excited a tremendous amount of interest, which was thoroughly well deserved, there were other azaleas at the show not to be overlooked. Certainly the display of azaleas staged by Walter Hunnewell, of Wellesley, and named Louisa Hunnewell in honor of the exhibitor's daughter, were well worth more than passing attention. These magnificent, strong growing azaleas, with their uniform yellow shade of blooms, attracted no little attention, and certainly reflected great credit on Supt. Hatfield's skill as a grower. Considerable has been heard about these azaleas in the past, and they justified all that was expected of them. Then, too, the specimens of forced *Azalea Kaempferi* shown by R. & J. Farquhar were notable for their excellence. This is a splendid azalea, either outdoors or in, and the Arnold Arboretum may well be proud of having introduced it.

In looking over the advertisement of Bees Ltd. in one of the English papers, I have been interested to find that the roses catalogued as being the best for English gardens are very similar to those which have proven of surpassing value in the gardens of America. Hybrid teas have the great preponderance, but numerous classes are made, one of them being devoted to "Town Roses." This list includes Caroline Testout, Frau Karl Druschki, George Dickson, J. B. Clark, Mme. E. Herriot, Mme. Ravary, Mrs. John Laing, Ulrich Brunner, and four others not so well known, namely Dr. O'Donel Browne, Gustave Grunerwald, La Tosca and Mme. Isaac Pereire.



The Regal Lily as a Pot Plant

George Watson's
Corner

"You in your small corner and me
in mine."

We had a pleasant visit recently from one of Chicago's live wires, Fred Lautenschlager of the Kroeschell Company. He reports an active business all over the country in their boiler outfits and also in their refrigerating specialty. The latter he particularly recommends as it is not only better and more effective than the Ammonia method but also much safer. Many of the wholesalers and others know from sad experience in recent years what it means for the ammonia system to get out of order, which it unfortunately has a habit of doing all the time. The expense is a serious factor and that is bad enough but worse than that even is the danger to human life. Anyone who is interested in putting in improved cooling apparatus will be well advised in consulting the Kroeschell people and for a clear and lucid exponent of all difficulties it would be hard to find a better expert than Mr. Lautenschlager. The big Kresge store and office building at 10th and Market street this city has recently been equipped with the Kroeschell system and their engineer will be glad to show the working of it to any one in this neighborhood who wishes to get posted. The Pennock Market is also thinking of installing it. The N. Y. district office of Kroeschell is in charge of Mr. Platt, who is also a master hand on this subject and will be glad to explain it.

John Burton has been keeping himself well under cover during the wintry weather and his city friends have seen little of him until recently. He looks hale and hearty and well fed—so he must differ from the bears in his winter retreat even if he does growl a little at the H. C. L., the fanatics and other things.

John Westcott made his first 1920 trip to Barnegat on the 27th. Had to get things started on the farm and take a whirl at the flounders and see about that old Barnegat Lighthouse of Uncle Sam's which needs fixing.

BLISSFUL IGNORANCE.

It was during the nerve-racking period of waiting for the signal to attack that a seasoned old sergeant noticed a young soldier fresh from home visibly affected by the nearness of the coming fight. His face was pale, his teeth chattering, and his

knees tried to touch each other. It was sheer nervousness, but the sergeant thought it was sheer funk.

"Tompkins," he whispered, "is it trembling you are for your dirty skin?"

"No, no, sergeant," said he, making a brave effort to still his limbs, "I'm trembling for the Germans; they don't know I'm here."

Rather feel that the answer to many of our friends in the craft is due to the fact that they don't fully realize the importance of their particular progress by the functioning of a National Campaign. One man recently stated that he couldn't see how he was to benefit in his particular locality if he sent in an appropriation to the National campaign fund, but would gladly contribute to a local fund as he then felt he would receive some direct benefit. This is what is rightfully termed as blissful ignorance.

Realize if you can the importance of the accumulation of moneys from all over the country to be spent nationally where everyone shares in the general result, as against the folly of just purely a local campaign, where just a few benefit.

Can you appreciate the importance of the interchange of orders from one section to another as occasioned by the telegraphing of orders by the retailers—so it works out in the same manner by National Advertising, backed up by local advertising. Where as the demand may be here and there, each shares in the efforts thus produced, making it felt more broadly in its purpose, thus, Peter gains in the East and John in the West—all working for the general success.

Now send in your contribution and make your fellow associates know

MICHELL'S
PRIMULA SEED

PRIMULA CHINENSIS
(Chinese Primrose)

1/2 tr	pkt	tr	pkt
Michell's Prize Mixture. An even blending of all colors.	80	60	\$1.00
Alba Magnifica. White.	60		1.00
Chiswick Red. Bright red.	60		1.00
Duchess. White, with zone of rosy carmine, yellow eye.	60		1.00
Holborn Blue.	60		1.00
Kermesina Splendens. Crim.	60		1.00
Rosy Morn. Pink.	60		1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type, flowers much larger.

1/2 tr	pkt
Litacina. Pale lilac.	\$0.50
Kermesina. Deep crimson.	.50
Roses. Pink.	.50
Alba. White.	.50
Hybrida Mixed.	.50

ASPARAGUS PLUMOSUS NANUS

We Are Headquarters for
Northern Greenhouse-Grown Seed

1000 seeds.	\$3.50	10,000 seeds.	\$30.00
5000 seeds.	16.25	25,000 seeds.	68.75

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO.

518 Market Street Philadelphia, Pa.

you are here, and do it without the trembling knees as you will get untold returns for the small amount invested.

We need a fund big enough to keep our slogan "Say it with flowers" on everyone's lips, and your portion will help. And as Prof. Sheldon once said:—Be big enough to be little enough to be big enough. The answer is a CHECK.

HENRY PENN.
Chairman National
Publicity Campaign.

Brookville, Mass. Mark H. Dunham, formerly of Brockton, and his son, Roy E. Dunham, are arranging to go into the greenhouse business.

THE ST. MARTIN

The Finest All-around Strawberry That Grows

Color—Rich, deep red
Size—Sixteen berries to a quart jar
Flavor—Unsurpassed

Long season, good canner perfect blossoms and strong runners. Awarded the silver medal of the Massachusetts Horticultural Society

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LOUIS GRATON

Originator and Sole Owner

309 Bedford Street
WHITMAN, MASS.

BOSTON FLORAL SUPPLY & SNYDER CO.

Wholesale Florists

15 Otis—96 Arch St.

BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the east. We manufacture artificial flowers, baskets, wire frame, etc., right in our own factory. We preserve our own cycas leaves. Try us out in one way or another.

FUTTERMAN BROS.

Wholesale Florists, 102W. 28th St. New York

The Right People to Deal with. Phone Watkins 9761-159 Consignments solicited.

WILLIAM F. KASTING Co.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

Would like to handle consignments from growers of good
Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

55 West 26th Street, New York City

PARCEL POST BOXES

GET YOUR LIST

Climax Manufacturing Company

Makers Highest Grade

FLORIST BOXES

CASTORLAND

NEW YORK

NATIONAL FLOWER SHOW COMMITTEE.

A meeting of the National Flower Show Committee of the S. A. F. and O. H. was held at the Grand Central Palace, New York, on Wednesday morning, March 17.

There were present: Chairman George Asmus, Chicago, Ill.; Secretary John Young, New York; Thomas Roland, Nahant, Mass.; Patrick Welch, Boston, Mass.; Herman P. Knoble, Cleveland, Ohio; and F. H. Traendly, New York. Prof. E. A. White, Ithaca, N. Y., represented the American Rose Society, and Samuel J. Goddard, Framingham, Mass., the American Carnation Society. There were also present Wallace R. Pierson, Cromwell, Conn., C. H. Totty, Madison, N. J., and

President A. L. Miller of the S. A. F. and O. H.

Selection of a city in which to hold the next National Flower Show was the first business of the meeting. Mr. Knoble suggested Cleveland as a city which could house the show satisfactorily. The new Municipal Building in that city, he said, was expected to be completed in about a year, and he had every reason to believe that advantageous arrangements could be made with the proper authorities for the use of the main hall for the show. The various horticultural interests of Cleveland were, he said, most anxious that the next show be held in their city. On motion of Mr. Roland, seconded by Mr. Welch, it was decided that the next show be held in Cleveland, in the spring of 1922, providing adequate arrangements can be made with the Cleveland interests. Mr. Knoble moved, seconded

by Mr. Roland, that the Show open on Saturday, March 25, and close on Saturday, April 1, and a poll vote resulted in the unanimous adoption of these dates, which were considered most desirable, Easter in 1922 falling on April 16.

Mr. Roland emphasized the importance of preparing and distributing a preliminary schedule of premiums for plants at as early a date as possible, and recommended that a subcommittee be appointed to prepare such a schedule, and submit the same at a later meeting of the committee, which should be held, in the near future, in Cleveland, and then and there settled. The month of June was suggested as a good season for this meeting. The chairman appointed Messrs. Roland, Traendly, Knoble, and William H. Duckham as such subcommittee.

Prof. White received the assurance of the committee that the same arrangements made for the co-operation of the American Rose Society in the projected National Flower Show in St. Louis in 1918, which show was, owing to the circumstances, postponed, would be entered into for the Cleveland Show; and Mr. Goddard, for the American Carnation Society, was given similar assurance.

By unanimous vote the subcommittee on schedule was given authority to prepare a preliminary schedule of prizes, which should not exceed a total value of \$20,000, this amount to include all special premiums which might be offered, and which it was distinctly understood should be applied to the reduction of the amount of the total.

Mr. Knoble was requested to take the necessary steps for organizing the local interests of Cleveland, so that an open meeting could be held at the time of the meeting of the committee there in June when matters pertaining to the show could be fully discussed; and he was given authority to arrange for this meeting.

It was voted that Chairman Asmus and Mr. Knoble be appointed a committee to negotiate with the proper authorities for quarters for the show.

The chairman announced that, fol-

CHARLES E. MEEHAN

WHOLESALE FLORIST,

5 S. Mole St., Philadelphia, Pa.

Roses, Carnations, Callas, Sweet Peas,
Plumosa, Strings and Bunches, Adiantum,
and a full line of all other Greens.

EDWARD REID

WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin N. Y.

10,000....\$2.50 50,000....\$11.00 Sample free.

For Sale by Dealers

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24 Stone St., Rochester, N. Y.

**Henry M. Robinson Co.**

55-57 West 26th Street
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Telephone:

Farragut 13 and 3180

For All Flowers in Season Call on

THE LEO NIESSEN CO.

1201 Race St. Philadelphia, Pa.

Following the precedent set in Philadelphia, at the proper time various committees would be appointed to take charge of the work of the show.

The secretary was authorized to proceed at once with the selling of space in the trade section of the show, with the understanding that if for any reason the show be not held in Cleveland, the contracts made would become void through cancellation. The rates for space it was arranged should be determined at the next meeting of the committee.

JOHN YOUNG, Secy.

1170 Broadway, New York City.

"BEARDED IRIS" PREFERRED

American Iris Society Like That
Name Better Than Liberty Iris.

Dear Sir:

I was interested to see in your issue of March 20th, in your department, "Rambling Observations of a Roving Gardener" a reference to the fact that some nurserymen have rechristened the so-called German Iris "Liberty Iris".

We feel in this society that the name "Liberty Iris", from whatever patriotic motives it may have been originally inspired, is not a name that will long survive in our catalogs or in our gardens. As your correspondent says, it is sometimes difficult to carry through an innovation of this sort, particularly when such innovation has no sound reasoning behind it. The name "German" is or course a misnomer as we have no evidence that any of the Bearded Irises are native to Germany; but most gardeners seem unaware of the fact that botanically the name "Iris germanica" applies only to a very small group of the bearded irises of gardens, namely to the early blooming purple flag, to Florentina, Fontarabie, Kharpur, Kochii, Siwa, etc., all of which botanically are closely related to Iris germanica.

The great majority of our garden Irises are forms of hybrids of Iris pallida of Italy and Asia Minor, and of Iris variegata of Hungary and South-eastern Europe. They have no close relationship to Iris germanica nor has the latter name ever been rightfully applied to them. The American Iris Society will endeavor to popularize, instead of the meaningless name "Liberty Iris" the name "Bearded Iris," a name already in common usage, and a name instantly differentiating the Irises of this great group, from the Irises of the other great group, the "Beardless Iris" which includes such garden favorites as the Siberian Iris; our native swamp Iris, vericolor; the true French Fleur de Lis, Iris Pseudacorus; and the wonderful Japanese Irises, forms of I. Kaempferi.

We believe the names "Bearded" and "Beardless" will soon become standard in both American and English horticulture, and that the French or Latin forms of these names will be used in France. Under botanical rules Iris germanica must continue to be the name representing a small section of the great group of Bearded Irises.

Yours truly

JOHN C. WINTER.

WM. P. FORD

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut

Call and Inspect the Best Establishment
in the Wholesale Flower District.

WALTER F. SHERIDAN

Wholesale Commission Dealer in

CHOICE CUT FLOWERS

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Telephone 4614-1811 Madison Square

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Please mention Horticulture when writing.

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122 West 25th St., New York

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We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
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THE KERVAN CO

Fresh Cut Decorative Evergreens

Highest Standard of Quality. Largest
Stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies

119 W. 28th St., - NEW YORK

WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to
UNITED CUT FLOWER CO., INC.
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D. J. Pappas, Pres.

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WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.



THE BOILER OF Unequalled Fuel Economy

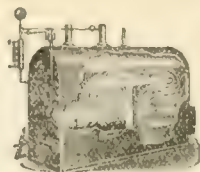
Kroeschell Boilers, the best by test since 1870. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 466 W. Erie St.
CHICAGO

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

SULCO-V.B.

A SULPHUR-FISH OIL-CARBOLIC COMPOUND

The Master Spray of the 20th Century

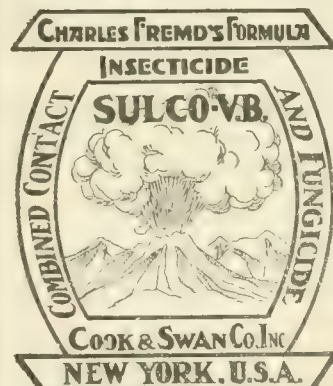
FOR THE CONTROL OF

THE SAN JOSE, OYSTER SHELL and other SCALE INSECTS. GREEN, ROSEY and WOOLEY APHIS—Known as Plant Lice. PEAR PSYLLA, CELERY, ONION and ROSE THRIPS—Known as Plant Fleas. And the FUNGUS SPORES DEVELOPING the BROWN or RIPE ROT of the PEACH, PLUM and other STONE FRUITS. PEACH LEAF CURL. APPLE and PEAR CANKER and SCAB. And many other species of FUNGI SPORES.

Send for the New Booklet Describing

SULCO-V.B.

A combined contact insecticide and fungicide of known reliability



Simple, Sure and Safe — Right in Principle and Price

From your dealer or direct—go to your dealer first

Address **COOK & SWAN CO. Inc.**

148 Front Street
NEW YORK CITY

141 Milk Street
BOSTON, MASS.
Geo. H. Frazier, Mgr.

THE WILD GARDENS.

The wonderful display of orchids is over. Like visitants from strange and tropical lands they have come to us with their marvelous beauty of form and color. They have been with us and gone almost as we watch a butterfly gorgeous with the color in its wings hovering over a flower then gone from among us.

In form and color the orchids are perhaps the most beautiful of flowers. If they lack a grace it is that of old association. They are not yet dear to us because we have picked them with our mothers as children, because we have carried them in the old days to some favored teacher at school.

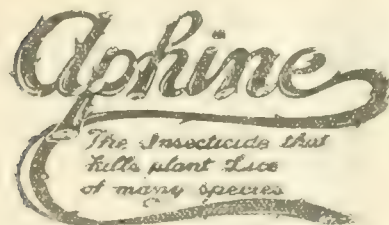
For this wealth of association let us return to New England. Let us in May show the beauty of our native flora in the little miniature rock garden which will then be seen. Let us show the graceful beauty of our own native red columbine against some gray stone in these miniature gardens, or against a seedling cedar or pine. Then there is the dainty white violet, so small that we almost tread it under foot as we walk in our woodland ways. The exquisite viola pedata with its yellow eye. The pink moccasin flower around which the gnomes and fairies dance in our woods each night. While Jack in the Pulpit will hold his service on Sundays with the Trillium Grandiflora lifting their white faces in adoration and prayer.

These are the flowers of our New England woods, these are the flowers with which we will open Horticultural Hall to the enjoyment of the people.

Our boys have died among the poppies of France and of Flanders, but with the true spirit of democracy we can honor their memory with the wild flowers of New England displayed in our hall.

M. R. CASE.

March 24, 1920.



The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

SOLD BY DEALERS

Aphine Manufacturing Co.

MADISON, N. J.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/2 Pint, 30c.; Pint, 50c.; Quart, 90c.;
1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00.
Direction on package.

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Dept. S. 428 W. Lexington St., Baltimore, Md.



MASTICA

For Greenhouse
Glazing

USE IT NOW

F. O. PIERCE CO.
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NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty. Last longer than putty. Easy to apply.



USE WIZARD BRAND

CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' Standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House Order, or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
84 Union Stock Yard, Chicago

DREER'S

FLORIST SPECIALTIES
New Brand New Style
'RIVERTON' HOSE

Furnished lengths up to 500 ft. without seam or joint.

The HOSE for the FLORIST

1/2-inch, per ft., 23 c.
Reel of 500 ft., 21 c.
Reels, 1000 ft., 20 c.
1/4-inch, 19 c.
Reels, 500 ft., 18 c.

Couplings furnished without charge

HENRY A. DREER
714-716 Chestnut St.
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WE ARE SPECIALISTS IN
GREENHOUSE GLASS

Free from Bubbles
Uniform in Thickness

PAINTS and PUTTY

Greenhouse White

(Semi-Paste) The
Paint Particular
Florists Prefer

It will pay you to get our estimates.

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C. KEUR & SONS, HILLEGOM, Holland.
Bulbs of all descriptions. Write for prices.
NEW YORK BRANCH, 32 Broadway.

CANNAS

For the best Up-to-Date Cannas, get new price list. **THE CONARD & JONES CO.**, West Grove, Pa.

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Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. **I. L. PILLSBURY**, Galesburg, Ill.

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Pompons, rooted cuttings form strong, healthy stock: Buckingham, Baby Yellow, Diana, Golden Harvest and Golden Climax, \$3.00 per 100, \$25.00 per 1000. Cash with order, please. **J. K. CHANDLER & SONS**, Tewksbury, Mass.

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In Novelties and Standard Kinds.
Catalogue on Application.
ELMER D. SMITH & CO.
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Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. **JOHN P. ROONEY**, New Bedford, Mass.

DAHLIA SEED from my original giant single dahlias. Gorgeous mixed colors. Price to the trade, \$1.00 per oz.
GEO. L. STILLMAN, Dahlia Specialist,
Box H-20, Westerly, R. I.
Get my Catalogue.

Dahlias a specialty, new creations and old friends. List ready. **WARREN E. SOOY**, Hammononton, N. J.

Dahlia Bulbs For Sale. The new decorative Dahlia Robert A. Fletcher, also the best American and imported. Send for catalog. Special, 15 for \$1.00. **W. F. BROWN**, 46 Palmer St., Norwich, Conn.

New Peony Dahlia—John Wanamaker. Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to **PEACOCK DAHLIA FARMS**, Berlin, N. J.

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Wood labels for nurserymen and florists.
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HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas and Laelio-Cattleyas our specialty. One trial order solicited.

PEONIES

Peonies. The world's greatest collection, 1200 sorts. Send for list. **C. BETSCHER**, Canal Dover, O.

SPHAGNUM MOSS

Live Sphagnum Moss, orchid peat and orchid baskets always on hand. **LAGER & HURRELL**, Summit, N. J.

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Large number of Scotch Pine Trees, 4 to 8 feet. 100,000 Berberis Thunbergii, 18 to 24 inches; 8,000 Berberis Thunbergii, 24 to 36 inches; and many other items. Must be moved to clear grounds. Make your offers to **ALEXANDER MacLELLAN**, 87 John St., Newport, R. I.

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WILLIAM E. HEILSCHER'S WIRE WORKS, 264 Randolph St., Detroit, Mich.

FARMERS, ATTENTION!

I am offering 400 Rhode Island and Connecticut Farms at prices from \$275 to \$25,000. If interested send for my Farm Bulletin. Latest edition just out, send for one. **WILLIAM A. WILCOX**, Farm Specialist, Westerly, R. I.

GREENHOUSES FOR SALE

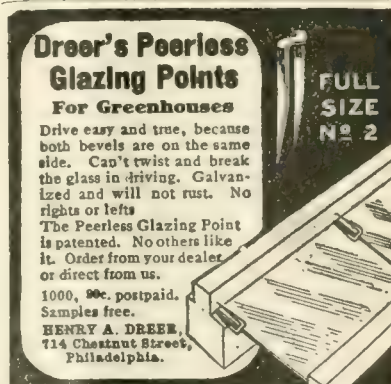
200 x 21, built in 1919—150 x 28, built in 1916—100 x 30, built in 1913—40 x 16, built in 1914. All concrete walls with iron frame construction. Number 12 Kroeschell hot water boiler, new in 1916. Coal shed, capacity 100 tons. Greenhouses are stocked with Carnations, Violets and Potted Plants. City water. Will sell with or without dwelling house and land. Must be seen to be appreciated. **WILLIAM N. ESTABROOK**, North Worcester, Mass.

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WANTED—At once, good grower. Handy at Design Work. Commercial place of 8,000 square feet. Permanent place to the right man. **GEO. E. FELCH**, Ayer, Mass.

Just Out The Nursery Manual By L. H. Bailey

An indispensable book for every nurseryman. Complete directions for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of **HORTICULTURE** upon receipt of price, \$2.50.



Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

CAMBRIDGE

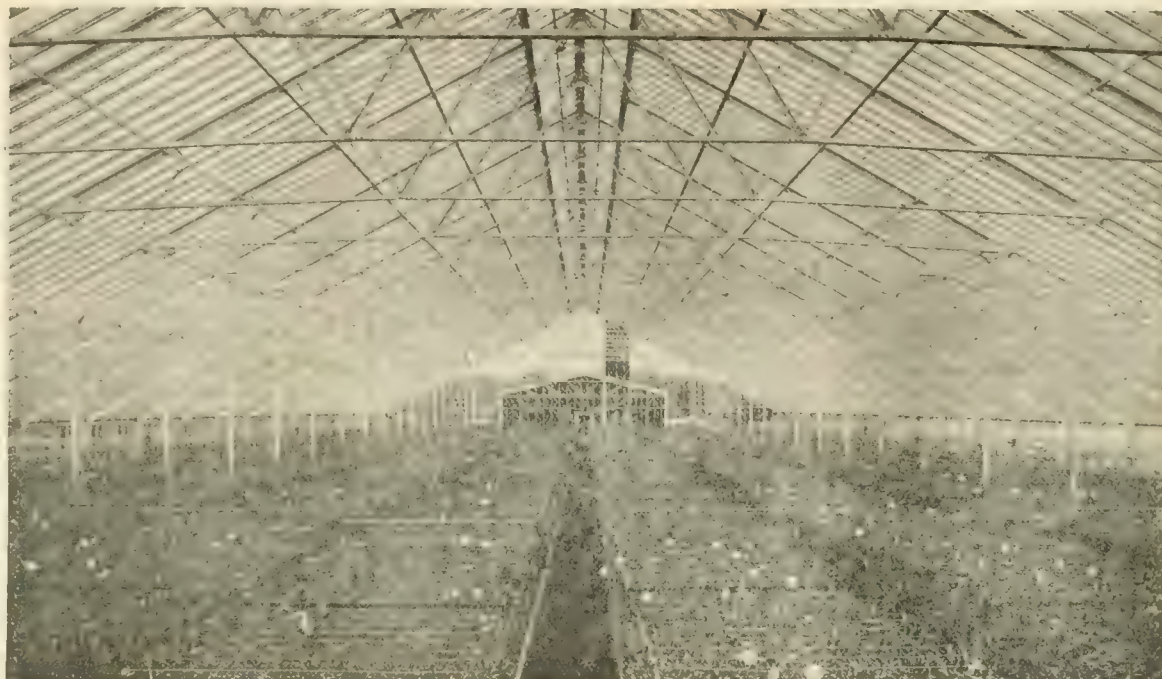
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World's Oldest and Largest
Manufacturers of
FLOWER POTS

WHY?

A. H. HEWS & CO., INC.
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The Center Distance Between Columns In This 78-Foot House Is Wider Than The Widest Houses Used To Be

WELL do I remember going into one of our first 40-foot houses on a Winter's moonlight night, and the owner calling attention to how wonderfully light it was.

Early the next morning when we again visited it, the air was so noticeably fresh in contrast to his narrow 28-foot houses. Comparison of the coal used, proved the 40-foot one took practically no more to heat it than the narrow one.

That 40-foot house would just about fit in nicely between the two columns of this 78-foot house of Willig's at Poughkeepsie, N. Y.

If the 40-foot house was so much lighter and heated so economically, it's plain to be seen that this 78-foot one had proportionate advantages over the 40.

Consider the reason for the increase in lightness. The roof framing members are so far from the plants that any shade they do cast is so thinned out or diffused that its effect on the plants is next to nothing.

When it comes to the heating, the big volume of air when once it's warmed up, holds the heat and acts as an insulation against sudden changes of tem-

perature. Willig says it will protect the plants for over an hour against even a severe drop in the mercury.

When it comes to the ventilation, growers long ago found they could open a ridge vent practically any day without injury. The freshness and buoyancy of the air in such houses is one of the vital reasons for the vigor of the plants and quantity and quality of blooms.

As for working these big houses, it's as plain as the nose on your face that it costs less than running in and out, and up and down several small ones.

When it comes to proportionate cost of the first building and the after cost of keeping it up, the big house covering the same ground space has the small houses backed off the boards. There is simply no comparison.

All of these facts and figures, of course, apply to our iron frame construction. In the next two ads. we will tell you some direct construction points about this 78-footer.

Be on the lookout for them. And remember that we go anywhere for business.

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General Offices and Factory: Elizabeth, N. J.

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HORTICULTURE

LIBRARY
NEW YORK
BOTANICAL
GARDEN

Vol. XXXI

APRIL 10, 1920

No. 15

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



BEAUTIES

Phila. Beauties are noted for their wonderful quality; in quantity, all lengths.

	Per 100
Specials	\$60.00
Fancy	50.00
Extra	40.00
First	25.00
Second	15.00

SNAPDRAGONS, all colors, including the delicate pinks, splendid quality, \$1.00, \$1.50 per doz.

GARDENIAS, \$3.00, \$4.00 per doz.

CATTLEYS, \$50.00, \$60.00, \$75.00 per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.
BUSINESS HOURS: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK 117 W. 23th St. **PHILADELPHIA** 1608-1620 Ludlow St. **BALTIMORE** Franklin & St. Paul Sts.
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THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots....\$3.00 per dozen, \$20.00 per 100
Strong plants, 3½-inch pots.... 7.50 per dozen, 50.00 per 100
Extra fine specimens: 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50

NEPHROLEPIS:	Each
Elegantissima, elegantissima compacta, 3½-inch.....	\$0.35
Elegantissima and elegantissima compacta, 6-inch.....	.75
Muscosa, 5-inch75
Elegantissima and elegantissima compacta, 8-inch.....	2.00
Elegantissima and elegantissima compacta, 10-inch.....	4.00
Harrisii, 8-inch	3.00
Dwarf, Boston, 8-inch.....	2.00

If plants are shipped in pots, 10% additional.

F. R. PIERSON, Tarrytown. N. Y.

FERNS

We have on hand for immediate shipment a splendid lot of **Pot Grown Ferns.** All extra good value for the money. Shipped without pots.

	Size	Doz.	100	1000
Bostons	4-in.	\$3.00	\$20.00	\$190.00
	5-in.	4.50	35.00	325.00
	8-in. \$2.50 each			
Scottii	4-in.	3.00	20.00	190.00
	5-in.	4.50	35.00	
Cordetta Compacta	6-in.	4.80	50.00	
Cyrtomium Holly Ferns.....	4-in.	3.00	20.00	

VINCA VARIEGATED

Good strong stock. The 3 and 4-in. are heavy stuff. 2-in., \$2.75 per 100; 3-in., \$3.75 per 100; 4-in., \$12.50 per 100.

CANNAS

Three Inch Pot Plants Ready for Immediate Shipment.

King Humbert	\$6.50 per 100
Mrs. A. Conard.....	6.50 per 100
Rosea Gigantea	6.50 per 100
Fire Bird	6.50 per 100

Other Standard Varieties as listed in our catalogues at \$5.00 per 100.

ALTERNANTHERAS; **ALYSSUM**, Double Giant and Dwarf; **BEGONIAS**; **LOBELIA**, Crystal Palace Gem; **HARDY ENGLISH IVY**; **LANTANAS**, assorted; **HELIOTROPE**; **MOONVINES**; **VINCA**, Variegated. 2-inch. \$2.75 per 100, \$25.00 per 1000.

Send for Catalogue Cash With Orders

R. Vincent, Jr., & Sons Co.
WHITE MARSH, MARYLAND

Henry H. Barrows FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY
CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred;
6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.
The CONARD & WEST GROVE JONES CO. PENN., U.S.A.
Robert Frie, Pres. Antonio Witman, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

HILL'S EVERGREENS

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied
Price list now ready

The D. Hill Nursery Co.

Evergreen Specialists. Largest Growers in America
BOX 415, DUNDEE, ILL.

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WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
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Burpee's Seeds PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

GARDENING FOR WOMEN

Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2-August 28
Write for Circular

SCHOOL OF HORTICULTURE
Ambler, Pa. (15 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

With Easter behind us we may now look forward to another important flower day—Mother's Day, May 9th. Our campaign advertising program has provided for liberal space in the magazines for advertisements covering this day. Florists who use the advertising columns of their local newspapers and who have not availed themselves of the special electrotype issued for this day by our Promotion Bureau should at least use the slogan "Say it with Flowers" prominently in their announcements, for such use in good measure links up with the national advertising. The more the slogan is used, the better it is for our industry.

It has been erroneously reported that our Promotion Bureau is to be removed to a western office. The bureau probably has been confused with our department which has all along handled our dealers' helps, and which is to be transferred to Chicago. The amount of business transacted by this department becoming too great for the small staff maintained in our Promotion Bureau, and an extension of our service being considered advisable, our committee at its last meeting decided to open what is to be known as "The Florists' Publicity Service Bureau of the S. A. F. and O. H.," which is to be conducted, under the management of H. V. Swenson, at 431 South Dearborn street, Chicago, and to which is to be transferred, as soon as possible, our stock of electrotypes, signs, stickers and other dealers' helps handled by the Promotion Bureau. The Promotion Bureau remains as part of the administration offices of the society at 1170 Broadway, New York.

In everything but funds the organization of our publicity campaign is very complete. It is unfortunate that a better response is not made to our appeals for contributions to the fund. A big and profitable industry such as ours should be able to provide the \$100,000 fund for one year's work that our committee so earnestly desires, less than an average of five dollars per head from those who are conducting florist establishments. A contribution should not be considered as in the category of many other contributions a business man is called upon to make, as for churches, institutions, local enterprises and functions.

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

Send For Our Catalogue.

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

THE HOUSE OF KELWAY

Has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.

GIGANTEUM & HARDY LILLIES GLADIOLUS CANNAS AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS
RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

T. R. BEGONIA BULBS immediate shipment.

For Fall Shipment

LILIUM GIGANTEUM, FREESIAS and CALLAS, FRENCH and DUTCH BULBS, Etc.

Immediate Shipment

BAMBOO STAKES, RAFFIA, Etc.

Write for prices stating your requirements.

McHITCHISON & CO. 95 Chambers St.
NEW YORK

It is a contribution he owes to him self. It is an investment in the clear sense of the term. It is an investment of a very small sum of money in a fund for advertising the florist business, the business from which all in the trade make their living, so that they can make more than a mere competence. It is a business proposition, the success of which has already been assured. Until this campaign started the florist industry, unlike other industries no more important, was never advertised. It was not in the public eye, and suffered in consequence. The publicity we have secured in the last two years has worked wonders. Never were flowers in better demand than they are today, for people have been brought to look upon them as necessities in every home of refinement. Many now make the permanent decorations of their living rooms in neutral color so that flowers shall give the color note, changeable at will. Remembrance of anniversaries by gifts of flowers was never so general as it is today. And what has caused all this? Simply the publicity which has been provided by our campaign. And you, Mr. Nonsubscriber, are asked to contribute a small share of the expense, yet hesitate to come across with your mite. You want to see the good work go on, without doubt. Then sit right down, no better time than now, write out your cheque for what you think you can afford and send it in to the secretary—it is needed.

JOHN YOUNG, Sec.

1170 Broadway, New York.

CHARLES F. FAIRBANKS HEADS GLADIOLUS SOCIETY.

The Massachusetts Gladiolus Society was formed Saturday afternoon at a meeting in Horticultural Hall for the purpose of educating people in the appreciation of this flower. An annual exhibit will be given in Horticultural Hall in August.

Charles Frank Fairbanks, of Lexington was elected president. Other officers are: S. E. Spencer of Woburn, first vice-president; John Zeestratton of Mansfield, second vice-president; C. W. Brown of Ashland, treasurer; Robert R. Walker of Mansfield, secretary; Jelle Roos, A. S. Stephen, S. E. Spencer, executive committee; E. M. Fischer, Thomas Proctor, M. L. Gage, exhibition committee.

April 30 and October 12 have been named as arbor and bird days by Governor Lowden of Illinois. It seems as though the nurserymen might be able to do some extra business by bearing these dates in mind.



Garden Bordered with Box-Barberry.
Electros of this illustration Free with
order of 1000 if requested.

BOX - BARBERRY

Well rooted dormant summer frame cuttings ready to set direct into the nursery without further expense.

\$65.00 per 1000

Many Leading Catalog Firms Will List
Box-Barberry Next Season.

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.

New Haven, Conn.

SEND FOR TRADE BULLETIN.

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail NORTH ABINGTON, MASS.

New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus,
Cosmos, Candytuft, Snapdragon, Lobelia,
Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias,
Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case \$30, 8-9 Case 250; per case,
\$50.00.

If you have not received our Florist List, a post card
will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.



SEEDS AND BULBS
Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

DAHLIA ROOTS

CACTUS.

	Doz.	100
ATTRACTION. New hybrid, large clear lilac rose	\$8.50	\$80.00
AVALANCHE. New hybrid, pure white	2.75	18.00
*BIANCA. New hybrid, delicate pinkish lavender, long stiff stem	8.50	60.00
BORNEMANN'S LIEBLING. Rose pink	2.00	15.00
*ELLA KRAMER. Especially good rose pink	1.75	12.00
*HELENE. Lavender pink with white center, fine free flowering sort	2.00	15.00
*J. H. JACKSON. Largest and best very dark crimson cactus, fine stem	1.75	12.00
*KRIEMHILDE. Pink with white center, very fine cut flower variety	1.75	12.00
MME. HENRI CAYEUX. Pink with white center	4.00	25.00
*PERLE DE LYON. Hybrid, pure white with attractively fringed petals	4.00	25.00
RUTH FORBES. Hybrid, mauve pink	2.75	18.00
*STERN. Bright yellow	1.75	12.00
T. G. BAKER. Yellow	4.00	25.00
VOLKER. Yellow	1.75	12.00

PEONY.

*BARON G. DE GRANCY, or MADONNA. Large white with pale pink shadings, long stems, excellent for cutting	\$2.00	\$15.00
*GLORY OF BAARN. Clear soft pink very fine flowering, long stem	2.00	15.00
P. W. JANSEN. Rosey salmon and yellow	4.00	25.00
*QUEEN WILHELMINA. Best pure white peony-flowered	1.75	12.00
SOUTH POLE. Large pure white	4.00	25.00
SUNRISE. Bright pink	1.75	12.00

DECORATIVE.

*CLIFFORD W. BURTON. Bright yellow, one of the best for commercial use, an old standby	\$1.75	\$12.00
*DELICE. Bright pink suffused with lavender pink, popular commercial variety	1.75	12.00
ELSIE DAVIDSON. Large golden yellow	1.75	12.00
*FRANK A. WALKER. New, lavender pink, very free with good stem	5.00	35.00
HORTULANUS WITTE. New, pure white	5.00	35.00
*JACK ROSE. Deep crimson, good commercial sort	1.50	10.00
*JEANNE CHARMET. Pinkish lilac, very pretty and a good producer	1.75	12.00
JOHN E. BALDWIN. Salmon red	2.75	18.00
*MINA BURGLE. Scarlet, long stem, free flowering, called by many finest scarlet on the market	2.50	16.00

	Doz.	100
*MME. VAN DEN DAELE. Large flowers, white edged pink, fine form, long stem	2.00	15.00
*PRINCESS JULIANA. White, excellent for cut flower purposes	2.00	15.00
*SOUV. de GUSTAVE DOAZON. Giant red, largest and finest decorative in commerce	1.50	10.00
SYLVIA. Pink and white	1.75	12.00
WILHELM MILLER. Brilliant purple	1.50	10.00

COLOSSAL.

FIREBURST. Intense scarlet and very large	\$4.00	\$25.00
MME. MARZE. Mammoth pure white	4.00	25.00
*MRS. ROOSEVELT. Delicate pink shading to soft pink, very handsome	4.00	25.00
*REGGIE. Cherry red, very free, long wiry stems	1.75	12.00
*W. W. RAWSON. White tinted lavender	4.00	25.00
*YELLOW COLOSSE. New, immense flowers of pure primrose, the finest yellow commercial Dahlia	4.50	30.00

SNOW.

*A. D. LIVONI. Soft pink, always a standby, very free	\$1.75	\$12.00
*ACQUISITION. Deep lilac, large	1.75	12.00
DIAMANT. Pure white	2.75	18.00
*GOLDEN AGE. Sulphur yellow, free flowering	1.75	12.00
*PRIMROSE DAME. Primrose yellow, free flowering	2.75	18.00
*ROBERT BROOMFIELD. Fine large white, tall grower	1.50	10.00
*STORM KING. Pure white, free bloomer, long stems, very satisfactory	1.75	12.00
*STRADELLA. Purple, free flowering, long stems	1.75	12.00
VIVIAN. White heavily tipped violet	2.00	15.00
WHITE SWAN. Pure white	1.75	12.00

POMPON.

*DARKEST OF ALL. Deep crimson, nearly black, free flowering	\$1.50	\$10.00
*ELFIN. Yellow, good everyday variety	1.75	12.00
LA PETITE BARBARA. Small white	1.75	12.00
*LITTLE BELLE. Lilac pink, free flowering	2.00	15.00
*SNOW CLAD. Small pure white, very free	2.00	15.00

The above list includes only those sorts suitable for commercial purposes, but those marked (*) we recommend especially for florists' cut flower trade.

Not less than six of a kind at dozen rates, or twenty-five of a kind at hundred rates.

ASTER SEED

High grade tested stock for the commercial florist, raised by leading Aster seed specialists.

EARLY.

QUEEN OF THE MARKET. White, Royal white, shell pink, rose, lavender, purple and mixed, $\frac{1}{8}$ oz. 30c.; $\frac{1}{4}$ oz. 50c.; $\frac{1}{2}$ oz. \$1.00; 1 oz. \$1.85.

MEDIUM EARLY.

ROYAL ASTERS. Long stem branching habit, free from laterals, a valuable type; white, shell pink, rose, lavender, purple, mixed, $\frac{1}{8}$ oz. 40c.; $\frac{1}{4}$ oz. 75c.; $\frac{1}{2}$ oz. \$1.35; 1 oz. \$2.50.

MIDSEASON.

MIDSUMMER INVINSIBLE. An all around valuable florists' market sort. White, shell pink, rose, lavender, purple and mixed, $\frac{1}{8}$ oz. 60c.; $\frac{1}{4}$ oz. \$1.00; $\frac{1}{2}$ oz. \$1.75; 1 oz. \$3.00.

The Three Best Rochester Types—MIKADO PINK, LAVENDER PINK, WHITE ROCHESTER, $\frac{1}{8}$ oz. 75c.; $\frac{1}{4}$ oz. \$1.25; $\frac{1}{2}$ oz. \$2.25; 1 oz. \$4.00.

PINK ENCHANTRESS. An excellent midseason branching; $\frac{1}{8}$ oz. 75c.; $\frac{1}{4}$ oz. \$1.25; $\frac{1}{2}$ oz. \$2.25; 1 oz. \$4.00.

KING ASTERS. Slightly quilled petals with incurved centers;

We have taken space at the International Flower Show in New York, and L. J. Reuter will be in attendance the entire week of March 15th, and will be pleased to meet all our friends. If we can be of any assistance to visiting florists, don't fail to call on us.

L. J. REUTER CO. Plant Brokers 15 Cedar St., WATERTOWN STA. BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

MRS. BULLOCK VERY ILL

The many friends of Mrs. E. M. Bullock, Elkhart, Ind., member of Ladies S. A. F. and life member of S. A. F. & O. H. will be very sorry to learn that she has been critically ill of bright's disease, with other complications since the middle of January, at present writing is only able to sit up a few minutes at a time. Mrs. Bullock

is well known to the florist trade from coast to coast, and many will be the wishes for her speedy recovery.

MRS. CHAS. H. MAYNARD.

Marion, Ohio.

GENERAL NEWS.

John O. Button, of Farmingdale, N. J., is planning to build several large greenhouses in the near future.

Miss Helen Kenyon and Miss Ade

laide Roberts, of the Department of Botany at Vassar College, have been elected members of the Duchess County, N. Y., Horticultural Society, the first women to be honored in that way. The society and the college are now planning for closer co-operation, and a committee to work for that end has been appointed, consisting of N. Har-old Cottam, William Ingalls, William Howells and Fred Stopher.

HORTICULTURE

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THE TALK OF THE TRADE

The accompanying illustration portrays a feature of the exhibit made by the Beacon Florist, J. Eiseman, at the recent flower show in Boston. It doesn't by any means do justice to the design, because the delicate colors of the flowers cannot be reproduced. The framed bouquet attracted no little attention and brought Mr. Eiseman many hearty compliments. The idea is one which he has used for several years, and which probably will be taken up in a more general way as it offers many possibilities. Although the holder does not appear at all, the flower stems are in water so that the flowers keep fresh a long time.

There is something wrong with the system which results in seedsmen sending out two or three duplicate catalogues to the same family and even to the same individual. It would be impossible to estimate the waste of paper and postage which results from this duplication. It has occurred to me that the difficulty might be overcome by adopting the plan used by a large mail order house in New York. Once a year this house sends out a return postcard with the following line at the top: "You may send me free my copy of your new spring and summer book. Please mail to this address." Lines for the address then follow, and below them is printed the following: "You have been sending more than one copy of your catalogue to the members of my family. Please remove from your mailing list the names which I give below." Then there are five lines for such names. By using this card it is possible to keep the list constantly revised, for it can be pretty confidently assumed that only those who are willing to return the card are likely to develop into buyers. At any rate it helps to get rid of duplication waste.

One of the most unusual pieces of advertising ever undertaken in the trade was carried out by the American Bulb Co., of Chicago, just before Easter. Copy which took a large part of a page was inserted in the Chicago Sunday Tribune, which is read by nearly ten million people and reaches every city in the United States. This

advertisement was entitled "The Romance of your Easter Lily," and reviewed the growing of the bulbs, their long trip across the sea and their forcing in the green house. It was handsomely illustrated and concluded in large letters with the slogan, "Say It with Flowers."

This advertisement, while paid for by the American Bulb Co., was designed to serve all the florists of the country by creating an interest on the part of the public in the buying of Easter lilies. It is the first time that this concern has ever advertised direct to the public the products which it sells to the florists. We are glad that many florists were able to cooperate by displaying copies of the advertisement in their windows. This sort of advertising is bound to be very helpful, and may perhaps mark a new epoch in successful methods of reaching the public.

Apparently there is considerable difference of opinion among florist as to the relative values of the calla and the Easter lily. The question has been up for discussion in the Canadian Florist and the answers vary. According to

W. L. Lindsay of Tillsonburg, Ont., callas are gaining as a staple flower, Mr. Lindsay says:

"People have got over the old time objection and, with most customers, they are well liked. The Easter lily would soon be forgotten were it not for its association with Easter."

W. G. Peacock, Brampton, says: "We are forcing these every month now, and always arrange to bring in specially large quantities at holiday times. They have been more in demand than ever since the price advanced last year, but they last a long time, and are as much sought after for weddings as for funerals."

Alfred Deal & Son of Stratford, Ont., also says that callas are as popular as ever and thus there is a continuous demand for them for funeral work.

Quite a different story is told by W. W. Walker, of St. Catharines who says, "The casual outsider might think, from not seeing the usual large number of these two lilies, that they were not as popular as formerly. The explanation of this is that the older type of florist, who considered the calla lily as necessary to a floral design or for funeral work, is being gradually replaced by a younger generation, who want to know whether or not the calla can



Mr. Eiseman's Unique Design

be made to pay at the price it is usually sold at. The answer would be, in eight out of ten cases, that we could not get returns enough to warrant the growing of this stock, as callas usually begin to crop in the usual greenhouse temperature at a time when other flowers are beginning to come in that cost only one-half the amount in regard to their value in design work."

In the opinion of Chas. Craig, of Ottawa the calla is not looked upon as one of the aristocrats of the greenhouse of the present day. "Years ago" he said "before carnations, roses, etc., attained the perfection of to-day, the calla had a premier place. There is still a steady demand for the flowers, and for design work it is still hard to beat. From my experience in handling the Easter lily," he continued, "I would say that it was never more popular. When Easter comes, it is hard to have too many, and they are always useful all the year round."

At the recent orchid show in Boston Mr. John E. Lager, of Lager & Hurrell, was very frank in giving his opinion of Quarantine No. 37. He said:

"The action taken by the Federal Horticultural Board during the past year in excluding orchids from this country is without a shadow of justification. Among other things this means that collecting orchids in the wilds is a thing of the past as far as this country is concerned. For my own part I cannot express in words the deep regret and sorrow I feel in being deprived of the privilege to go into the mysterious tropical forests searching for these orchids which we all love so well. Collecting orchids, to a man who loves them, cannot be measured in dollars and cents only. The romance and charm connected with these plants is the very soul of the entire family of the orchids. Another important fact in connection with orchid collecting is that much geographical knowledge and that of economics has been disseminated through these collectors, and hence we feel as a class that our lives have not been spent in vain, for in most cases we have made two blades of grass grow where only one grew before."

YOUNG BUT SUCCESSFUL.

J. Harper Hetherington, Newly Elected President Washington Florists' Club.

J. Harper Hetherington, one of the youngest and most prominent members of the Florists' Club of Washington, will assume the presidency of

that organization at its next meeting. At the annual meeting, held March 2, he was unanimously elected.

Mr. Hetherington was born in Philadelphia thirty-one years ago. He is the son of the late Joseph H. Hetherington who served more than thirty years in the employ of Robert Craig & Company, in Philadelphia. Here was where the new president obtained his first knowledge of the florist business. While going to school he worked in the Craig place during his spare time. At the age of fifteen he was regularly put on the payroll of the concern. About four years later he went to work in the Century Flower Shop of H. H. Battles, remaining there about four years.

From the Century Flower Shop he came to Washington and secured employment with Fred H. Kramer, at 916 F Street, Northwest, and 18 months later he joined the Washington Floral Company. For the past five years he has been the manager of this concern which enjoys a healthy and growing wholesale and retail business.

Mr. Hetherington has been quite active in club affairs, especially during the last year and aided materially in putting across the "Say It With Flowers" Week in Washington.

AMERICAN CARNATION SOCIETY.

The American Carnation Society has continued the committee which was to look after the welfare of Belgium, France and possibly England insofar as new varieties of carnations are concerned. It is herewith requested that our leading growers send the introductions of the past two years insofar as it is possible to either Mr. W. E. Wallace, Eaton Bing, Dunstable, England, or Mr. C. Engleman, Saffron, Waldon, Essex County, England. These gentlemen will see that any plants which arrive in their care will be properly distributed and have made arrangements for same. Also please see that the information with regard to the sending is mailed to the committee. Since the American Carnation Society has undertaken this kindness, every prominent grower of carnations ought to do his part.

IRWIN BERTERMAN,
THEODORE DORNER,
J. H. DUNLOP.

FORCING LILACS

Garden makers often inquire about the forcing of lilacs in the spring. Much of the advice given is not very well

thought out, but Mr. T. Arnold writing in Gardening Illustrated goes into the matter very intelligently. To begin with, he says that it is one of the best of hardy shrubs for forcing, for the forcing can be done in almost any place where a temperature of fifty degrees can be maintained. Even a cellar or dark mushroom house will answer. He explained, though, that under such conditions the flowers of all varieties will be white, and that there will be an absence of foliage. Mr. Arnold goes on to say that the advice often given to dig up large bushes from the shrubbery and either place them in large pots or wrap the roots in damp mats and take them to the heat at once is all wrong, as it will result in a great percentage of the most promising buds coming blind. It is far better, he says, to use smaller plants in pots and to select only kinds which are known to force well, refusing, of course, all grafted plants.

The most essential detail in preparing lilacs for forcing is to encourage well matured growth in previous years and to make stout well-ripened shoots by carefully running the spade around each plant and lifting slightly early in September. This plan checks the growth sufficiently to make the buds mature thoroughly. If convenient the plants may be potted up as soon as the leaves change color, but kept in the sun and air as long as possible to mature the buds still further and bring the plants into condition for hard forcing. After the finest plants are flowered they can be planted out again and the second year after be ready for house decoration again.

NEWS NOTES.

Benjamin F. Brown, president of the Brown Bag Filling Machine Co., Fitchburg, Mass., is suffering from a fractured hip caused from a fall on the ice recently.

Looking about for an opportunity for broadening their field, Vogt & Son, of Coldwater, Mich., have arranged for opening a store in Flint. They have bought a residence which happened to be well located for their purpose and are remodeling it for flower store purposes.

O. G. Rindom, formerly manager of a real estate firm in Wichita, Kan., has taken charge of Riverside Gardens, Emporia, Kan.

Gove, the Florist, of Burlington, Vt. announces that he has secured Mr. Chas. Wilson as manager of their flower store. Mr. Wilson was formerly assistant manager of one of the leading Canadian flower stores.

Little Talks on Advertising

When asked what kind of advertising is most productive, Van Camp, the baked bean man, said that he couldn't tell, but what he did know was that when he advertised he got the business and when he didn't advertise he didn't get it, and he proposed to keep on advertising.

That policy is quite a different one from the policy of too many florists, which seems to be to stop their advertising if they don't get their money back with a good premium every time they use an inch or two of space. Advertising cannot be tested on the basis of small individual ads and especially keyed ads. Advertising, if properly done, is much like bread cast upon the waters. It is certain to return, although perhaps not until after many days. The reservation that it be properly done, however, is not one to be overlooked. It must frankly be admitted that much advertising is wasted because it does not comply with the basic principles of advertising.

I have been interested to follow the advertising being put out by the florists of Ohio, which has been quite voluminous of late, and in many instances highly creditable. One of the most extensive advertisers is Schneider, of Springfield, Ohio. He uses a generous amount of space, and puts up his material in much the same way as a department store. In one of his ads this announcement is made in big type which should at least draw the public into the store:

**SCHNEIDER'S
THE STORE BEAUTIFUL
SHOWING
FLORAL DECORATIONS
for
SPRING**

J. G. Botkin & Sons, of Urbana, use "Say it with flowers," conspicuously and elaborate the thought as follows:

Flowers in the sick room are like sunshine. If you have a smile, send it with flowers. You surely will find flowers led to tell what in no other way could be said so well.

Payen of Youngstown suggests using flowers in several ways—

Flowers most attractive for anniversaries and birthdays.

A gift of flowers for courtesies received.

Flowers arranged for parties and receptions.

Wedding bouquets and decorations.

Halbrooks, of Newark, is another florist who believes in using the "Say it with flowers" slogan for all it is worth. He supplements it with some interesting and tactful arguments on flower giving when he says:

The love of a lad for a lass makes flowers the medium for carrying sweet, silent expressions. Flowers carry a message of condolence to those who mourn the loss of a dear one, a soothing message that there is still warmth in the world. The price is "the will to convey a thought."

One of the prettiest and I think the most attractive Ohio advertisements is that of the Jones Russell Co., of Cleveland, which is reproduced herewith. This is good advertising because it sets out the article for sale, gives the price, and does it in such a way as to arouse the cupidity of the public, which after all is the thing sought for.

I have often spoken of the advantage of featuring one single article, and Randolph & McClements, of Pittsburgh, Pa., apparently have the same view. A recent advertisement two columns wide has a large drawing of a Cineraria, above which are the words in bold type "SPECIAL SALE OF CINERARIA PLANTS. Starry flowers in brilliant colors, our own cultivation, price \$1.50." It seems to me that that is good advertising because it is sure to attract the eye and likely to draw customers to the store.

Roses
\$2.50 a dozen
FOR the remainder of the week we are featuring roses in several varieties at \$2.50 a dozen and up.

Primroses
\$1.00
THE first consignment was sold out quickly. This is a second shipment of exactly the same fine baby primrose plants specially priced.

The Jones-Russell Company
1284 Euclid Avenue

The Best Advertisement We Have Seen This Week

ROSES

OWN ROOT

20,000 RUSSELL 2½ inch plants from 2 and 3 Eye Cuttings.

Excellent Condition Now.

\$22.00 per 100, \$190.00 per 1000.

10,000 AMERICAN BEAUTIES, 2½ inch.

EXTRA STRONG PLANTS.

Ready Now.

\$20.00 per 100, \$190.00 per 1000.

The above varieties are scarce; better order now.

Write for Complete List of Roses.

C. U. LIGGIT

Wholesale Plantsman

Bulletin Building PHILADELPHIA

VACUUM CLEANERS IN GREENHOUSE.

The suggestion that vacuum cleaners be used for greenhouse work has been taken up by various papers here and there, across the water as well as in America, sometimes seriously and sometimes in a humorous vein. The Philadelphia Record some days ago suggested that the principle be used for disposing of New Jersey's famous mosquitoes, devising a huge mosquito absorber for the purpose. This led a reader of the Record to write a serious letter, pointing out that there is real merit in the scheme, so far as it applies to greenhouse work. The letter is as follows:

A few days ago you published an editorial in which you suggested to the great state of New Jersey how they may employ the vacuum cleaner principle in sucking up mosquitoes attracted to a strong light or lights set up at suitable intervals at infested areas.

Judging from the tone of your editorial, it was half in jest and half in earnest; but I can assure you that this principle is going to be developed in horticulture, and in all probability with very satisfactory results; and no doubt the state of New Jersey could not do much better than accept your suggestion, and in all probability even that plan would prove a success.

The principle of vacuum suction is being thoroughly experimented with, and as soon as the matter is ripe and ready for publication it will be given publicity in the horticultural press, and I will be very glad to call your attention to the *modus operandi*, as everybody will be free to use the designated tools.

A. E. WOHLERT.

Narberth, Pa.

A Card This Size

Cost only \$1.00 per Week on Yearly Order

It would keep your name and your specialty before the whole trade. A half-inch card costs only 45c. per week on yearly order.

HORTICULTURE

Established by William J. Stewart in 1904

Vol. XXXI

April 10, 1920

No. 15

PUBLISHED WEEKLY BY
HORTICULTURE PUBLISHING COMPANY
78 Devonshire Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor.
Telephone Fort Hill 8694

ADVERTISING RATES:

Per inch, 30 inches to page..... \$1.35
Discount on Contracts for consecutive insertions, as follows:
One month (4 times), 5 per cent.; three months (13 times), 10 per cent.; six months (26 times), 20 per cent.; one year (52 times), 30 per cent.
Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

The daily papers have been making much of a report sent out from Washington regarding experiments made by experts of the Agricultural Department, which seem to show that plant life depends more on light than temperature for its growth, and that flowering may be regulated to a large extent by the use of artificial light and means for excluding sunlight. The report says that the principle is revolutionary, but as a matter of fact, experiments have been made by practical growers as well as by theorists, during many years, to show the influence of electric lights on plants. The late W. W. Rawson, of Boston, at one time made many experiments of this sort in his greenhouse at Arlington.

At the same time it may be that discoveries have been made which will prove of extreme importance to florists. In any event, the work which is being done by the Department of Agriculture will interest all commercial growers. According to the Department's announcement, the flowering and fruiting period of practically any plant can be made to take place at any time of year by darkening the greenhouse in the morning and evening if the day is too long by lengthening the day by artificial light if the day is too short. As it is now, these results are obtained in a large measure by regulating the temperature. Easter lilies are brought to maturity at just the right season by this method. It was by this same method that the wonderful Japanese Azaleas which E. H. Wilson brought back from the Orient were made to flower at exactly the week when the big Boston show was held.

Yet according to the Washington reports temperature appeared to exert no influence in the tests made by the department experts. Experiments did show, though, it is claimed, that too little sleep or in other words, too many hours of daylight, were sufficient to prevent many plants from ever reaching the flowering or fruiting stage. A striking illustration of the relative importance of temperature is given in the fact that plants kept in the dark for part of the day underwent in mid-summer the changes that in nature come in the fall, and that heretofore have been attributed to lower temperature. This was true, it is stated, even when the dark house registered a higher temperature than the outside atmosphere.

Artificial light served to bring certain plants into bloom much earlier than under normal conditions. Irises, for example, given electric lights for eighteen hours a day, bloomed in two months, while others in the same temperature, but without artificial light required months longer.

"The length of the day" the department announcement says, "is proved to be the most potent factor in determining the relative proportions between the vegetative and fruiting parts of many crop plants. Indeed, fruiting may be completely suppressed by a day too long or too short. This new principle undoubtedly explains the erratic behavior which has been observed with many crops when they are shifted to different latitudes."

The scientists used dark chambers by which they shortened or lengthened the life cycle of plants, and forced some of them to complete two cycles in one season. These reported results are quite different, of course, from what florists have been taught to accept. It will be hard even now for them to believe that temperature is not a matter of importance. They will ask, perhaps, how it happens that the Japanese witchhazels, which in warm winters bloom in the Arnold Arboretum in January or February at the latest, did not bloom this season, after a long, cold winter, until March. They may also ask an explanation of the fact that in England, where temperatures have been unusually mild the past winter, many of the common shrubs are flowering long ahead of their usual dates. It may be said that the winter in this country has shown more dark days than usual, and that in England less, but that would hardly be a satisfactory explanation of the great difference in blooming time. On the whole, it must be admitted that the light averages about the same each season.

Perhaps, however, we have not yet received the whole story from Washington. It is quite possible that the use of artificial lights will indeed revolutionize the growing of both flowers and vegetables under glass. New and unexpected developments may come at any time. We are no longer surprised at them or inclined to belittle them until their value has been determined upon by practical experiments. It may be that in the future every greenhouse will have its special lighting arrangements, and that growers will have to study the effects of light and darkness from a new viewpoint.

It may be, as the papers say, that the peak has been reached in the steadily increasing cost of supplies in many lines, but it is not easy to see where this applies to the florists' business. Take the item of coal alone. Where ordinarily a drop may be expected at this season as an inducement for early buying, we find a startling advance instead, with no prospect of any drop at all. The coal situation is one which means much to every grower. It takes a large part of his income to pay the coal bill at best. Coal he must have, though, if he is to do business at all, and with railroad matters in their present chaotic condition there is no assurance that coal will move at all freely for many months to come. As a matter of mere discretion, therefore, it would seem wise to get in one's order even though the price be high.

Then it is much the same with supplies from abroad. Every report from France and Germany shows that chiffon is on the advance, and that very much higher prices are bound to prevail. In fact, foreign markets all along the line are rapidly tagging that of this country. The nursery-men have found that out when they have tried to buy stock of any kind, even fruit stock.

Express rates are on the advance, too, so that everything considered, there is little hope of cutting costs for a long time.

GROWING CINERARIAS

How to Be Successful in the Cultivation of These Plants

Cinerarias are divided into three classes — cineraria maxima superba, cineraria stellata and the intermediate types. The first is the florist or dwarf type. Seeds of this variety should be sown in April, and if properly handled will bloom the latter part of December. Other sowings should be made at intervals of three or four weeks, in order to extend the flowering season. The stellata variety should be sown in May, followed by a second sowing in June. The intermediate is a cross between cineraria maxima superba and stellata. Seeds of this variety should be sown at the same time as the above mentioned.

A compost of a turfy loam mixed with a little leaf-mould and sand is the soil medium which will grow these plants to perfection. Care must be exercised in choosing the soil, for if it is too rich in humus, it tends to the production of foliage rather than bloom. Seeds should be sown in pans or flats, and special attention should be given to the drainage. Cover with sifted soil to a depth of about twice the diameter of the seed. Give a good watering, cover with a piece of glass and paper, and keep in a cool house. Immediately the seedlings appear remove the covering. Directly the plants begin to show their second leaves transplant them into flats or pots. The former method is preferred because at that season of the year the pots dry out quickly. When pricked off into flats about three inches apart each way, it allows them sufficient space for three or four weeks' growth and they are not so liable to dry out. Directly the plants begin to touch each other transfer them into 4-inch or 4½-inch pots, and after these pots are filled with roots, repot into 6-inch. The dwarf-growing varieties do not require a pot larger than 6 inches, the intermediates 6 inches or 7 inches. The tall star variety, however, should be potted on into 7 or 8-inch pots and the latter plants, when properly handled, will develop into beautiful specimens.

Cinerarias should be grown as hardy as the season will allow. During the summer months the best place for these plants is in a cold frame. Give water freely and syringe morning and evening during hot weather. From the time the seedlings appear they should be shaded from the sun with cheesecloth or some other suitable material. Air should be freely admitted by leaving the sashes open at night unless

there is danger of frost. About the middle of September, or even later, depending on the weather and locality, these plants should be removed to the greenhouse, as, at this season, they should be quite hardy and will stand the full sun. We can now admit plenty of air, and also use the syringe freely during hot weather.

By the end of September most of the plants should be in their flowering pots. Those that were potted earlier in the season will require a little feeding, and weak liquid manure should be given once a week. Directly the flowers begin to appear the feeding should be discontinued. The temperature should be kept around 50 deg. F. during the night. The cineraria delights in a cool, moist atmosphere. During the dull fall and winter months water should be given sparingly, as many plants are lost through lack of knowledge in this respect.

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FRAMINGHAM NURSERIES

Framingham, Mass.

CEDAR ACRES

GLADIOLI and DAHLIAS

Booklets Free

B. HAMMOND TRACY, Inc., Wenham, Mass.

CALIFORNIA PRIVET

	100	1000
3-4 ft.	\$6.00	\$50.00
2-3 ft.	5.00	40.00
18-24 in.	4.00	30.00

BARBERRY Thunbergii, 4 yr., very heavy

2-3 ft.	15.00	140.00
18-24 in.	14.00	120.00

AMPELOPSIS Veitchii, for potting or planting in nursery rows

Strong, 1 yr., 18 in.	15.00	
Strong, 1 yr., 12-15 in.	12.00	100.00

Above prices F. O. B. Manchester, Conn. Boxing extra.

Send for bulletin covering a complete line of Fruit and Shade Trees, Evergreens, Ornamental Shrubs, H. P. and Climbing Roses.

C. R. BURR & COMPANY,

Manchester, Conn.

Most Wonderful Nursery in the Country To Select Large Sizes of Fine Trees FOR IMMEDIATE EFFECT

Great Bargains. Thousands to Select from

—IN—

Douglas, Norway and Blue Spruce. Nordmanniana, Pectinata, and Concolor Firs. Austrian, Scotch, White and Mugho Pines

Retinosporas Filifera, Obtusa Nana, Plomosa, Plomosa Aurea, Picifera Aurea, Squarrosa Veitchae and Sulphurea.

HEMLOCK

BIOTAS

Also Birch, Elm, Maples, Tulips, Horse Chestnuts, Linden and Willows, Rhododendrons and Kalmias.

VISIT OUR NURSERIES

CONINE NURSERY CO.

STRATFORD, CONN.

Established 1895

Reference: Dun & Bradstreet

The aphid in some form or another is the most persistent pest of the cineraria.

Penn. The Florist

"The Telegraph Florist"
Member of Florists' Telegraph Delivery
124 TREMONT ST.
BOSTON

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery
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WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.
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Johnston Brothers

LEADING FLORISTS

38 Dorrance Street

Member Florists' Telegraph Delivery

Quality and Reliability
WARBURTON

FALL RIVER, MASS.

Deliveries of Flowers and Plants
in FALL RIVER and contiguous
territory.

The Beacon Florist
7 Beacon Street, BOSTON
Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass.

**Flowers Under
Glass**

If you are growing asparagus plum-
osus you will find it advisable to give
the surface of the soil a good sprink-
ling with bone meal and wood ashes
as soon as you see an abundance of new
growth starting up. After that you
need a mulch of cow manure and soil
in equal parts. This mulch should be
from one to two inches deep. During
the summer it will be advisable if not
imperative to give the plants liquid
manure at least once a week. Other-
wise the soil may become exhausted.

Perhaps you have some asparagus
on benches that has been cut pretty
hard. This should be kept on the dry
side for a while, but not too dry. A
rest of several weeks will give the
plants a good start. Of course you will
have to keep the asparagus plants
strung up, which requires considerable
work. There must be plenty of venti-
lation in the house, and damping down
two or three times a day is advisable.

New growers sometimes have consid-
erable trouble with asparagus and also
with smilax because they do not realize
the amount of water which they re-
quire, both at their roots and in the
form of moisture in the house. They
take an entirely different atmosphere
from roses, having a fondness for
warmth and moisture. At the same
time they must have good drainage,
and if it becomes advisable to apply
a little nitrate of soda over the
benches, something which many grow-
ers like to do, the tops of the plants
should be allowed to get pretty dry
so that the fertilizer will not stick to
them. Otherwise burning will result.
The red spider gets common at this
season and can do a lot of damage to
asparagus and smilax. Moreover they
are hard to get rid of when once estab-
lished. Regular fumigation is the im-
portant thing.

Some growers do not seem to realize
the necessity of careful packing when
shipping American Beauties. All too
often boxes are opened which show
carelessness on the shipper's part.
Paper is more expensive than it ever
was before, but it should not be over-
looked. Unless it is used freely thorns
are very likely to puncture the leaves
and lessen the value of the shipment.
Ice will be needed in the boxes most
of the time from now on, but it should

CAMBRIDGE, MASS.

531 MT. AUBURN STREET

HAROLD A. RYAN, Inc. Member
F. T. D.

BROCKTON, MASS.

Belmont Flower Shop Member
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LAWRENCE - - MASS.

A. H. WAGLAND

We Cover

LAWRENCE, METHUEN, ANDOVER,
NORTH ANDOVER, SALEM, N. H.
and Contiguous Territory
Member of F. T. D.

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4 Main Street, **TAUNTON, MASS.**
National Florist for Taunton and Vicinity



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WASHINGTON, D. C.

Member Florists Telegraph Delivery

FLOWERS The Best at
The Lowest

The Largest Popular Price House in
Philadelphia

F. M. ROSS

Send orders to
136 So. 52nd Street, Philadelphia.

Other Stores

13 So. 60th St., 212 E. Girard Avenue

PHILADELPHIA

Member Florists' Telegraph Delivery.
Orders from all except members of
the F. T. D. must be accompanied by
remittance.

**JOHN BREITMEYER'S
SONS**

Cor. Broadway and Gratiot Aves.
DETROIT, MICH.

**Artistic Designs - - -
High Grade Cut Blooms**

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.
Members Florists' Telegraph Delivery
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FOR

KANSAS CITY

Transfer Your Orders to

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1017 Grand Avenue

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DARDS FLOWER SERVICE

has spent GUARANTEED SATISFACTION for nearly FIFTY YEARS.

Regular European sailings now established. Let us fill your orders for Steamer Flower Baskets, Corages and Artistic Boxes of Out Flowers.

DARDS, Inc., Florist,
341 Madison Ave., New York

S. A. ANDERSON

440 Main St., Buffalo, N. Y.

ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.

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FLORISTS

Telephones 1261 and L 1262

1415 Farnum St.

OMAHA, NEB.

THE KNOBLE BROTHERS CO.

Flowers and Nursery Products

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We are well equipped to handle your orders.

1226 W. 24th Street CLEVELAND, O.

THE SMITH & FETTERS CO

735 Euclid Avenue

CLEVELAND, OHIO

Flowers of Every Kind in Season

PHILADELPHIA

CHAS. H. GRAKELOW F. T. D.

Everything in Flowers

Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEITMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER, COLORADO

IN THE

National Capitol

At your service to deliver Flowers or Designs on Order by Telegraph or otherwise. Prompt Reliable Service.

GEORGE H. COOKE

Connecticut Ave. and L St.
WASHINGTON, D. C.

never be allowed to come into contact with the buds or it may cause them to spot. Moreover the buds should not be laid too close to the end of the box, and there should always be plenty of tissue paper at their heads. They can be made fast by tying them with cord or tape. This is necessary to keep them from sliding around.

What is said about packing Beauties applies in many ways to other roses, and especially the long stemmed teas which break easily and quickly show bruises. It is a mistake to use waxed paper for lining a box, as it is too slippery. With paper prices as they are now, it is best to make as much use as possible of newspapers, except for a little manilla paper around the flower heads.

The insistent demand for ventilation at this season sometimes leads inexperienced growers to overlook the danger from cold draughts. This danger exists with many plants, but particularly with palms like Cocos Weddelliana. Cold draughts on these plants are most disastrous. The palms like a house having a night temperature from 65 to 70, but on sunny days it may run up to 78 or 80. If possible they should have a house to themselves where the air can be kept filled with moisture. They are not the easiest of plants to handle, and unless watered intelligently soon begin to show yellow foliage and stop growing. Once checked it is very hard to get them growing again.

This is a good time for the florists to get into touch with the nurserymen, for there are few florists so situated that they cannot sell a considerable amount of nursery stock in the spring. They will spend a lot of time perhaps nursing along Moonflowers, Cobaea scandens, and similar plants, while they might just as well sell hardy climbers and make more profit. Moreover, what is left can be planted out. The list includes clematis, bittersweet, honeysuckles, and the Akebia vine, which while not well known by the public in general, is an excellent vine and one to be recommended.

"SAY IT WITH FLOWERS"



Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

CLEVELAND

A. GRAHAM & SON

5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

DAVID CLARKE'S SONS

Deliver orders from any part of the country to

New York City

Write or Telegraph

2139-2141 Broadway, - New York

Telephone 1552-1553 Columbus

KOTTMILLER, Florist

426 Madison Ave. and 49th St., New York. Also Vanderbilt Hotel

Telephone, Murray Hill 783

Out-of-town Orders Solicited. Location Central. Personal Attention.

Member F. T. D. Asso.

G. E. M. STUMPP

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NEW YORK CITY

Member Florists' Telegraph Delivery Asso.

NEW YORK, N. Y. Member
1062 Madison Avenue F. T. D.

ADOLPH MEYER

'Phone Lenox 2352

Flowers delivered promptly in Greater New York City and Neighboring States

THE J. M. GASSER COMPANY,

CLEVELAND

Euclid Avenue

The Far-Famed Flowers of

TORONTO

Delivered on mail or telegraph order for any occasion, in any part of the Dominion.

JOHN H. DUNLOP

2-10 West Adelaide St. - TORONTO, ONT.

When writing to advertisers kindly mention HORTICULTURE

THE EASTER TRADE.

It Was Very Satisfactory in All Sections.

It was a splendid Easter. Reports from all sections show that florists are well satisfied with the business which they did. The only exceptions come in some of the smaller towns where it was difficult to get the prices charged for lilies. In the Boston market every lily was cleaned out. As a matter of fact, there appeared to be more lilies on the market in the final round-up than were supposed to be grown in New England. It is hard to tell just where they all came from, but even as it was, the market ran rather short. Most of the flowers sold readily, too.

It was the same in New York. The offerings were rather more than expected, if anything, but there was no difficulty in getting rid of all the stock. The open air flower markets established by the city apparently did not harm the stores in any way. As a matter of fact, many people who went to these markets expecting to buy lilies cheap were disappointed by the prices charged.

George Watson sends us a very favorable account of the Easter business in Philadelphia. He says:

The fine weather most of the week was a great help in making Easter week in Philadelphia a good one and it certainly was a good one indeed according to all reports very very good. Two of the high spots in this fine showing were topped by the two highest prices among the floral favorites namely American Beauty roses and Cattleya orchids. Thursday and Friday there were not near enough to go around as the out of town demand was especially brisk. The people in the cities of the Southern states seem to be all millionaires these days as the run was particularly heavy on the highest priced flowers.

Saturday was different. There were enough Beauties for all demands. Other roses were fine and cleaned up well. So did carnations and sweet peas. The latter have fallen off a bit in quality from the top notch of a couple of weeks ago but they sold well for all that and everything found a ready market from the highest grade to the lowest.

There were quantities of Southern daffodils that were also very much appreciated by the street multitudes who all wanted an Easter posy of some kind. And the home conservatory product in the daffodil line like Emperor, Empress, Horsfieldi, etc., did not suffer at all from this competition but easily found ready sale at six and eight.

We noticed some good sized lots of

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye)....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
Farquhar's Giant Red	1.75		

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; 1/4 oz., \$2.00			
LOBELIA. Farquhar's Dark Blue, Dwarf.....	1/4 oz., \$0.85;	1/4 oz., \$1.50	
PETUNIA. Farquhar's Ruffled Giants Mixed.....	1/16 oz., \$4.00		
SALVIA SPLENDENS BONFIRE	1/4 oz., \$1.00;	oz., \$3.75	
SALVIA SPLENDENS COMPACTA	1/4 oz., \$1.00;	oz., \$3.50	
SALVIA SPLENDENS	1/4 oz., \$0.75;	oz., \$2.25	
SALVIA ZURICH	1/4 oz., \$1.50		
VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White, 1/4 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00			
VERBENA. Farquhar's Mammoth Hybrids Mixed, 1/4 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00			
VINCA. Bright Rose, White with rose eye, Pure White.....	1/4 oz., \$0.50;	oz., \$1.75	

R. & J. FARQUHAR COMPANY
BOSTON, MASS.

STUMPP & WALTER CO.

Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

Bolgiano's "Big Crop" Seeds

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CENTURY

Special Price List to Florists and Market
Gardeners. Write for a copy at once—it
will save you money.

J. BOLGIANO & SON
BALTIMORE, MARYLAND

EVERYTHING IN CUTTINGS AND
SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
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GARDEN SEED

BEST, CARROT, PARSNIP, RADISH and
GARDEN PEA SEED in variety; also other
items of the short crop of this past season
as well as a full line of Garden Seeds, will
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82 Day St., NEW YORK and ORANGE CONN.

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JOSEPH BRECK & SONS, CORP.

47-49 North Market Street
BOSTON, MASS.

W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS
Horticultural Sundries

166 W. 23rd St., NEW YORK

ASTER BEETLE

One ounce of Paris green to twelve
and one-half gallons of water will kill
aster beetles without burning the
flowers or foliage. It may slightly
color white flowers, but they can be
cleaned easily by dipping them in
cold water. Arsenate of lead discolors
foliage and flowers too much, but it
is effective.

cut lilies on sale this (Monday) morn-
ing but we are told the only reason
they did not sell Saturday was because
they were not open enough then.

The plant men also report a good
trade—most of them stating that they
had a great many more orders than
they could fill. So we can all make a
graceful and happy bow to a good old
fashion Easter. The war is over and
Queen Flora's herself again.

BOSTON.

Bids will close next week for constructing a greenhouse at Franklin Park, for the Park and Recreation Department. It is estimated that the building will cost about \$60,000. Plans are by Haven & Hoyt, New York and Chicago, as well as Boston contractors are among the bidders for the work.

Martin E. Tuohy, the So. Boston florist, has the deep sympathy of a wide circle of friends in the loss of his wife, Mrs. Alice B. Tuohy.

The florist store which has been conducted for some months in the Little Building under the name of Hamlin, Florist, but really controlled by H. H. Rogers, has been closed and probably will not be reopened. Mr. Rogers has made an assignment for the benefit of his creditors and it is understood will go into some other line of work. This store was fitted up elaborately but business did not come along fast enough to warrant its operation.

The business of William H. Elliott, of Brighton, Mass., has been incorporated under the name of W. H. Elliott & Sons Co. The officers are as follows: President, George T. Elliott; secretary, John F. Elliott, and treasurer, W. H. Elliott, Jr. These officers and Marjorie K. Elliott and A. R. Hutson form the board of directors. The capitalization is for \$300,000.

At the next meeting of the Gardeners' & Florists' Club, at Horticultural Hall, April 20, the speaker will be secretary W. N. Craig and his subject will be "Some Seasonable Thoughts and Suggestions."

The new greenhouses to be erected by the Lord & Burnham Co., for L. D. Towle, at Newton, will include a large palm house and three wings, each a hundred feet long. Much of the space will be given to orchids. Mr. Towle has a fine collection of these plants, and his interest has been stimulated more than ever by the big Boston show.

The meeting of the Boston Florists' Association scheduled for Tuesday evening, April 6th, has been postponed until April 13th.

Petros, the Huntington avenue florist, has given up his business. It is understood that he expects to return to Greece.

The American Greenhouse Mfg. Co. has prepared a new industrial film entitled "Wonderland under Glass." It was recently shown to the florists in Chicago, and doubtless will be used by the trade in other cities. A lecture is given at the same time to explain the pictures.

LILY BULBS FROM STORAGE

GIGANTEUM, RUBRUM, ALBUM, AURATUM MELPOMENE, LILY OF THE VALLEY

Careful storage, prompt express shipment on dates as arranged

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CANNAS, CALADIUMS

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FOR
PRICES

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43 Barclay St., NEW YORK CITY 33 W. Randolph St., CHICAGO, ILL.

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PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

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FAMOUS WABAN ROSES

Grown and sold exclusively by

WABAN ROSE CONSERVATORIES

Roses at wholesale; shipped by express anywhere.

Kinds: Russell, Hadley, Ophelia, Premier, Thayer, Brilliant, Killarney, White Killarney. Contracts given for minimum deliveries daily or weekly, with protection in Holiday Seasons.

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HAYMARKET 800

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As Required by the Act of Congress
Aug. 24, 1912.

Publisher—Horticulture Publishing Co., Boston. Editor and Business Manager—E. I. Farrington. List of stockholders holding one per cent. or more of total amount of stock—Estate of W. W. Castle, N. F. Perkins, Estate of Wm. J. Stewart, Ralph Messinger, J. K. M. L. Farquhar, P. Welch, Estate of David Welch, of Boston, Mass.; Estate of F. R. Mathison, Waltham, Mass.; Thos. Young, Jr., W. F. Sheridan, F. H. Traendly, Chas. Schneek, John I. Raynor, New York City. Estate of W. F. Kasting, Buffalo, N. Y.; A. S. Burns, Elmhurst, N. Y.; Wm. S. Person, S. S. Pennock, John Burton, Philadelphia, Pa.; Estate of Carl Jurgens, Newport, R. I.; Philip Brietmeyer, Detroit, Mich.; Fred Lautenschlager, Chicago, Ill.; bondholders, mortgagees and other security holders—none.

Sworn to and subscribed before
Notary Public by

E. I. FARRINGTON, Business Manager.
Boston, April 1, 1920.

STRAWBERRY AND RASPBERRY PLANTS



I have been selling plants since 1870. There has been put onto the market in that time 2600 named varieties, you can count your fingers and you will have all the best ones.

You will not throw my Catalogue into the waste basket after you have read it.

The average strawberry yield in the U. S. A., to an acre is 2000 quarts. On page 15 I will show you how to multiply this by four. The finest berry this side of Texas. I have 500,000 Plants of the Howard 17.

C. S. PRATT, Athol, Mass.

Cabbage and Cauliflower Seeds

Northern Danish Grown Seed from
Improved Selected Strains
Imported Direct from the Growers

	Per lb.
Copenhagen Market.....	\$4.00
Enkhuizen Glory	3.50
Danish Ballhead Short Stem.....	3.00
Danish Ballhead Tall Stem.....	3.00
Danish Roundhead	3.00
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	Per oz.
Extra Early Dwarf Erfurt.....	\$2.50
New Earliest Snowball.....	2.50
Giant Dry Weather.....	2.50
Danish Perfection	3.00

YOU CAN DEPEND ON THIS SEED
Standard Seed Company

RACINE, WIS.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

The Japanese Witchhazels have not bloomed so early in the Arnold Arboretum this year as in some past seasons. Probably one could hardly expect them to equal their customary records for early flowering in a season like this. In any event, comparatively few people could have enjoyed their novel beauty, although to tell the truth, the Arboretum has been a favorite place this winter for young people to try out their skis and snow shoes.

It would be well if the winter-blooming witchhazels were better known. They make excellent subjects for town gardens and are not at all difficult to handle. By growing several different species a long season can be enjoyed, too. Of course the common witchhazel blooming late in the fall is well known, but the American species, *Hamamelis vernalis*, from southern Missouri and Arkansas, and the Chinese and Japanese witchhazels are strangers to a majority of people. The Asiatic witchhazels are capable of adding much to the interest of northern gardens in winter, for they are bright and cheerful.

The flowers of the Chinese species, *Hamamelis mollis*, are larger and of a brighter yellow than the flowers of any other witchhazel, which promises to make them the best of all for general cultivation. Moreover it's a good hardy shrub, grows rapidly, and begins to flower when only a few feet high.

I learn that Prof. E. H. Wilson, assistant director of the Arnold Arboretum, is now preparing for another lengthy trip. He has completed much of his work in cataloguing the specimens which he brought back from Korea and Formosa, having confined himself very closely to this task. He will leave Boston in July, and will be away for two years in all, going entirely around the world. He will visit India, Ceylon, Australia, New Zealand, and various other countries, in search of new plants for testing out in the Arboretum. While he has gained most of his fame because of his plant explorations in China, Japan and Korea, it is expected that he will add to his laurels as a result of his visit to these other countries.

When it comes to a thorough easy-chair enjoyment of a catalogue, the latest production from Mr. Edward

Gillett, of Southwick, Mass., is the one to choose. I don't believe another catalogue published has so wide and fine a collection of unusual and interesting pictures. All cuts are from photographs and include large numbers of wild plants seldom seen illustrated, at least in so attractive a way. Moreover there are a few pictures, like that of *Lobelia cardinalis* growing beside a waterfall, and *Onoclea Struthiopteris* at the edge of a wood, which are handsome enough to frame. Another remarkable picture is one showing the ground covered thickly with the Walking-leaf fern, *Camptosorus rhizophyllus*. As a matter of fact this picture has been adopted for the covers, and the effect produced is most unusual. The catalogue doesn't depend wholly upon its illustrations for its interest, however, as the text is put up in the most readable way and there are excellent lists of plants for rock gardens, ground covers, etc.

Another catalogue in which illustrations play a prominent part is that of A. N. Pierson, of Cromwell, Ct. A new note has been introduced in this catalogue in the shape of an entire page given up to photographs made on the estate of William E. Davis, Jr., of New Haven, Ct., an estate which although in a thickly settled part of the town contains a wonderful Alpine garden, eight different views of which are shown on the page in question. There are a few pictures in colors, the one of the new rambler rose, Elizabeth Ziegler, being especially attractive. Mr. Pierson is featuring American roses, giving over a page to Mrs. John Cook, which he calls a giant American garden rose and recommends for general out-door planting. He also speaks very highly of Mrs. Charles J. Bell, which he introduced two years ago and which is numbered among the progeny of Radiance.

I never could understand why so many catalogue makers drifted along with the same phrases year after year, apparently making little attempt to keep their catalogues up to date. I am reminded of this now because as I look through the catalogue of one well known concern I find Dorothy Perkins still catalogued as a new climbing rose. In other catalogues I have found plants which have been out for many years still marked as among the new things or the novelties. It seems to me that

this is little less than a stupid mistake, for even the veriest tyro gets acquainted with these things after a while.

For a clean cut catalogue that doesn't depend upon illustrations and yet which is valuable as a reference book, it is hard to beat that of the Elm City Nursery Co., of New Haven, Ct. The type is large and readable and the titles are so arranged that the eye can follow them readily. In each case, too, the common name and the botanical name are given, which is often a great help. In many cases, too, explanatory remarks are made, as for example, the reference to *Fagus sylvatica*, where a paragraph states: "This is the Beech famous in England, where many avenues planted centuries ago and now objects of veneration." I am glad to find that in this catalogue are listed many of the plants which are considered by amateurs difficult to get, including for example, *Acanthopanax ricinifolium*, *Cercidiphyllum japonicum*, *Abies homolepis* and the Japanese Witchhazel. Altogether this is a very helpful catalogue for both the amateur and the professional.

I am interested to note that the January number of the Bulletin of Peony News, issued by the American Peony Society, is given over entirely to a sketch of the late George Hollis, of South Weymouth, Mass., and a discussion of the many peony varieties which he originated and put on the market. The name of Hollis has long been a prominent one in the peony world, and this account of Mr. Hollis's work will be read and appreciated by large numbers of people. For many years Mr. Hollis was a member of the Massachusetts Horticultural Society and a constant exhibitor, receiving many medals and other prizes. According to a sketch in the Bulletin, his aim with peonies was to obtain color, form and fragrance. His crosses were the result of hand fertilization, the doubles being selected in most cases. In order to secure a sturdy stalk for the flower, only those plants with a strong, robust habit were crossed. The seeds were gathered as soon as ripe and sown in boxes, then placed in cold frames covered with sash, and this covered with heavy burlap. This treatment secured a moist atmosphere and brought the seedlings up the next season. They were usually grown in these boxes one year before planting out. In six years from 1904 onward, Mr. Hollis introduced eighty varieties. If one-tenth of them gain a permanent place in our gardens, he will have contributed enough to ensure him an enduring name in the early history of the peony in America.

George Watson's Corner

"You in your small corner and me in mine."

The Michell seed store had a flower show all its own for three days before Easter—Tuesday, Wednesday and Thursday. A fine display it was, indeed, and pleased immense crowds of delighted patrons. Hyacinths, tulips, daffodils, Easter and calla lilies, freesias, azaleas, hydrangeas, genistas and other seasonable flowers were there in all their glory—some for prizes, and others for their decorative and educational value. Much of the stock was sent in from prominent private estates in the neighborhood. Joseph Hurley contributed a splendid lot well grown stock from the Jeffords place at Glen Riddle; and there were also fine lots by David Aiken of the McFadden estate at Rosemont, and Axel Lindroth of the Ellis establishment at Bryn Mawr. William Kleinheinz and Andrew McNaughton acted as judges in the classes where prizes were awarded.

When the growers are charging the retail stores 25c for Easter lilies wholesale and the department stores are advertising the same in the daily papers at 23 and 25c retail is it any wonder the public gets the impression that the flower stores are profiteers when they ask 30 or 35c retail. And at the same time the retailers are being asked to put up their good money to help create a demand—a demand which is taken away from them as soon as it is created. What the growers do is sell all they can, first to the retailers at high prices, and then if they have any left, dump them on the department stores at any old price, who in turn advertise them at a price which the retailer is unable to meet. There may be no law against such a thing, but it looks like a criminal offense just the same, and something ought to be done about it. The club as the representative official body, representing all branches of the trade, might do a useful work by devising

some means of preventing this silly practice.

Maybe all the growers are not guilty. We asked one of our largest (Mr. A. M. Campbell) and he said "not guilty" that he had not sold one to a department store and wouldn't. But somebody must be guilty and a committee of inquiry should be formed to take the matter up and find out who the guilty ones are. Public opinion is a powerful factor and few would care to come under its odium if they were convinced they would surely be exposed for a breach of ethics. It is all very well to say "they are my lilies and I can do what I darn please with them." Quite true, but a man might use the same argument about burning down his own house. And in a settled community he would be quite likely to burn down his neighbor's at the same time. So a little prevention is in order—to ensure public safety.

Recent visitors include Mr. and Mrs. E. C. Ludwig, Pittsburgh, Pa.; Mr. and Mrs. C. M. Wagner, Cleveland, O.; George M. Geraghty, of Dunlop's, Toronto, Ont.; Charles Russell, Jones-Russell Co., Cleveland, O.; Edward Swayne, West Chester, Pa.; Edward Nedomansky, of Cookes', Washington, D. C.; Harry Heck and Fred Frank, Reading, Pa.; Fred Lautenschlager, Chicago.

PROPHETS HONORED IN THEIR OWN COUNTRY.

The South Norwalk, Ct., Sentinel makes interesting mention of the prizes won by Traendly & Schenk at the New York Show. It says:

Horticulturists in Norwalk are interested in the fact that roses grown in the Rowayton Green Houses, owned

MICHELL'S PRIMULA SEED

PRIMULA CHINENSIS (Chinese Primrose)

	1/2 tr. pkt.	tr. pkt.
Michell's Prize Mixture. An even blending of all colors.	\$0.60	\$1.00
Alba Magnifica. White.	.60	1.00
Chiswick Red. Bright red.	.60	1.00
Duchess. White, with zone of rosy carmine, yellow eye.	.60	1.00
Holborn Blue.	.60	1.00
Kermesina Splendens. Crimson.	.60	1.00
Rosy Morn. Pink.	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type, flowers much larger	tr. pkt.
Lilacina. Pale lilac.	\$0.50
Kermisina. Deep crimson.	.50
Roses. Pink.	.50
Alba. White.	.50
Hybrida Mixed.	.50

ASPARAGUS PLUMOSUS NANUS

We Are Headquarters for
Northern Greenhouse-Grown Seed
1000 seeds..\$3.50 10,000 seeds..\$30.00
5000 seeds..16.25 25,000 seeds..68.75

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO.
518 Market Street Philadelphia, Pa.

by Traendly & Schenk, and under the management of Charles R. Yaeger, won the capital prize of \$50 in the growers' section of the Flower Show, held in the Grand Central Palace, New York city.

Aside from the capital prize, roses from the local greenhouses won four other prizes. The prize-winning roses are known as Francis Scott Key, Ophelia Number One, Ophelia Supreme, Mock Rose, Hoosier Beauty, Russell, Columbia and Aaron Ward.

Considerable credit is reflected upon Manager Yaeger and his associates in the green houses, as they won out over competitors from the four states.

THE ST. MARTIN

The Finest All-around Strawberry That Grows

Color—Rich, deep red

Size—Sixteen berries to a quart jar

Flavor—Unsurpassed

Long season, good canner perfect blossoms and strong runners. Awarded the silver medal of the Massachusetts Horticultural Society

For Free Descriptive Circular Write

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Originator and Sole Owner

309 Bedford Street

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BOSTON FLORAL SUPPLY & SNYDER CO.

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Telephones { Main 2574
Fort Hill 1083
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Largest distributors of flowers in the east. We manufacture artificial flowers, baskets, wire frame, etc., right in our own factory. We preserve our own cycas leaves. Try us out in one way or another.

FUTTERMAN BROS.

Wholesale Florists, 102W. 28th St. New York

The Right People to Deal with. Phone Watkins 9761-159 Consignments solicited.

WILLIAM F. KASTING CO.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

Would like to handle consignments from growers of good Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

55 West 26th Street, New York City

PARCEL POST BOXES

GET OUR LIST

Climax Manufacturing Company

Makers Highest Grade

FLORIST BOXES

CASTORLAND

NEW YORK

DREER'S "Riverton Special" Plant Tubs



No.	Diam.	Ea.	Doz.	100
10	20 in.	\$4.50	\$49.50	\$375.00
20	18 in.	3.30	36.00	293.00
30	16 in.	2.35	26.00	200.00
40	14 in.	1.00	21.50	170.00
50	12 in.	1.30	15.00	115.00
60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

BANGOR FLORIST BRANCHING OUT.

G. S. Seavey & Son, 270 Fourteenth street, have greatly enlarged their garden and florist business and will have many thousands of plants for their trade. Last fall they erected a new greenhouse, 18 feet by 50 feet, and have it filled to overflowing with geraniums, salvias, coleus, calendula, zinnias, etc.

They have been doing a commercial business in gardening since 1916, having a very small equipment at that time. In February, 1919, they bought the Kavanah greenhouse and business, and started growing pot plants and seedlings for the florist trade. Combining these two branches they built up a large wholesale and retail business.

They expect to have 14,000 red salmon and white geraniums alone. They are greatly enlarging their supply of pot grown tomato plants and have contracted to grow thousands of early transplanted cabbage plants.

They will also operate their garden on Fourteenth street and the farm on Hammond street. They are negotiating for a Beeman tractor, which has been claimed to have scored great success in the west for market and truck gardeners.—Bangor News.

THE LANGUAGE OF NATURE

Profiteer's Wife—"Have all flowers got Latin names?"

Florist—"Yes, madam."

Profiteer's Wife—"Even the common ones?"

Florist—"Yes, madam."

Profiteer's Wife—"Isn't Nature wonderful!"—Punch.

The executive committee of the Canadian Horticulturist Association will meet in East Hamilton, Canada, April 12 and 13. This will be an important meeting and will include an address by Professor H. B. Dorner of Urbana, Ill., on educational and experimental work, and a conference in regard to the establishment of a Dominion Council of Horticulture.

CYPRESS GREENHOUSE STOCK

PECKY CYPRESS STOCK

HOT BED SASH

Ask for Circular D and Prices

THE A. T. STEARNS LUMBER COMPANY

NEPONSET, BOSTON



CHARLES E. MEEHAN

WHOLESALE FLORIST,

5 S. Mole St., Philadelphia, Pa.

Roses, Carnations, Callas, Sweet Peas,
Plumosa, Strings and Bunches, Adiantum,
and a full line of all other Greens.**EDWARD REID**

WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers**Wired Toothpicks**

Manufactured by

W. J. COWEE, Berlin N. Y.

10,000....\$2.50 50,000....\$11.00 Sample free.

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GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.

**Henry M. Robinson Co.**55-57 West 26th Street
and 430 Sixth AvenueTelephone:
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For All Flowers in Season Call on

THE LEO NIESSEN CO.

1201 Race St. Philadelphia, Pa.

HENTZ & NASH, Inc.

Wholesale Commission Florists

55 and 57 West 26th Street
Telephone No. 755 **NEW YORK**
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Mention
HORTICULTUREWhen writing to advertisers kindly
mention **HORTICULTURE**

LET US HAVE AN IRIS SHOW.

Is there any one who will do for the Iris what Mr. Albert C. Burrage has done for the Orchid? He converted the ugly lecture hall of the Massachusetts Horticultural Society into a beautiful tropical forest where birds were singing among the flowers. He was showing how the orchids grow, some on the earth, some hanging from trees. It was a wonderful display, from which a new Society of Orchid Growers has started. But this show can do more than that. It can act as an inspiration for other exhibits.

If we are to show the Iris as it grows in its home we would build a little thatch roofed Japanese house with the Iris growing along its ridge-pole. In front of the house we would make a pond with the Iris growing among the sedge on its border. In another corner of the hall we would show a bit of France, a gateway with the Iris growing at its top like true little patriots displaying the tricolor in lovely shades of red, white and blue.

A new society for the cultivation of the Iris has started; can they not bestir themselves and give us such a show in Horticultural Hall in June? I have heard it whispered that the trustees of the Massachusetts Horticultural Society do not always attend the shows held through the summer season. Well, they have had a good many years of seeing flowers stuck in bottles, plates of apples and of pears. They have made a wonderful display of orchids and azaleas. Turnabout is fair play. Let the exhibitors now do their part. Labor is difficult.

There is a saying that the incentive of large prizes must be given for such exhibitions. The orchid show was planned for more than a year, but is there not some Yankee in Boston who, under the inspiration of what has been done for the orchid will show how the Yankees of the Orient grow the Iris in Japan? Having made our picture with this Iris we can show on the sides of the hall the Iris which is grown in Siberia, Holland, England and Spain, with the little Alpine Iris and the dwarf species which follow it, and make our garden beautiful from early spring till midsummer dawns.

M. R. CASE.

Hillcrest, Weston.

March 29, 1920.

W. A. Phillip, of the M. Van Waveren & Sons Nurseries, in Holland, has been making a tour of the country, visiting the principal cities in this country and in Canada. He reports a good business and expects to return to Holland about the middle of the month.

WM. P. FORD

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut

Call and Inspect the Best Establishment
in the Wholesale Flower District.**WALTER F. SHERIDAN**

Wholesale Commission Dealer in

CHOICE CUT FLOWERS

133 West 28th Street New York

Telephone 4655-5555 Madison Square

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Please mention Horticulture when writing.

REED & KELLER

122 West 25th St., New York

Florists' Supplies

We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
Florists' Requisites

THE KERVAN CO

Fresh Cut Decorative Evergreens

Highest Standard of Quality. Largest
Stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies

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WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to
UNITED CUT FLOWER CO., INC.
111 W. 28th St., New York
D. J. Pappas, Pres.

FRANK J. REYNOLDS CO.

Wholesale Florists

Boston Co-operative Flower Market
260 DEVONSHIRE STREET
BOSTON, MASS.

**MICHIGAN CUT FLOWER
EXCHANGE, Inc.**

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.



THE BOILER OF Unequalled Fuel Economy

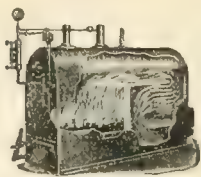
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 406 W. Erie St.
CHICAGO

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

SULCO-V.B.

A SULPHUR-FISH OIL-CARBOLIC COMPOUND

The Master Spray of the 20th Century

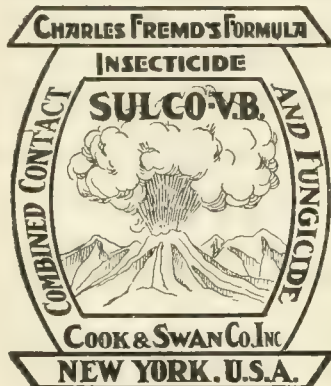
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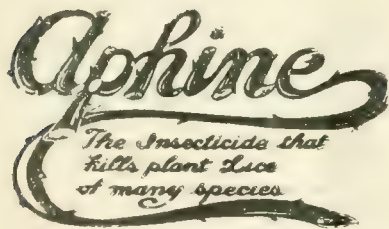
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WHEN TREES AND SHRUBS BLOOM.

To give the approximate Saturdays when the various trees and shrubs are to be in blossoms a calendar has been compiled from various sources, which should prove of value to visitors to the Arnold Arboretum. The dates in the following schedule are not the earliest when a single blossom can be seen, but when they may be said to be in blossom.

Of course, the blooming of many extends over a long period, as in the case of forsythia, and the date of blooming is likely to vary several weeks in different years. The forecast for this season may be a week or more early or later than the actual date. No mention is made in the list of most of the willows and alders, as April 3 was their tentative date; likewise April 10 was mentioned for poplars in general, peach, red maple and elms. Other dates in the calendar are:

April 17—Birches, earliest magnolias (foreign), spice bush (benzoin), leatherwood (dirca), forsythia.

April 24—Earliest foreign cherries, including Sargent's (Japanese).

May 1—Shadbush, late willows, earliest lilacs, sugar maple, Norway maple, sycamore maple.

May 8—Fothergilla, cherries, pears, moosewood maple.

May 15—Apples, redbud (Judas tree), early cornels, American magnolias, most lilacs.

May 22—Horsechestnut, early thorns, later lilacs.

May 29—Earliest syringas (Philadelphus), flowering dogwood (Cornus florida), sheepberry, thorns, late lilacs.

June 5—Late cornels, laburnum, viburnums, syringas, latest lilacs, early rhododendrons.

June 12—Cone-bearers (pines, etc.), smoke tree, rhododendrons, azaleas, laurel, fringe tree, sumachs, yellowwood (Virgilia).

June 19—Locust, catalpa, late syringas, later rhododendrons.

June 26—Linden, mountain maple (ripening of shadbush and cherries).

July 3—Chestnut, late elder.

July 11 and after—Sophora, kolreuteria (bladder-nut), witch-hazel in the late fall; Japanese witch-hazel in December, or possibly not until February of next year.



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Vol. XXXI

APRIL 17, 1920

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No. 16

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NATIONAL PUBLICITY CAMPAIGN.

We could hardly start our column this week with a more cheering announcement than the following from the Dutch Bulb Growers' Association, Holland:

"To Mr. A. L. Miller,
President S. A. F. and O. H.,
Jamaica, N. Y.

Dear Sir:

For the Publicity Campaign
The Dutch Bulb Growers' Association of Holland have admired your efforts to 'say it with flowers' and as the Holland bulbs are part of the flowers with which to say it, we believe that we should show our sympathy with your ideas, and therefore enclose check for \$1,000 (one thousand dollars) for the National Publicity Campaign Fund as a donation to this worthy cause.

Respectfully yours,
Dutch Bulb Growers' Assn.

Our Holland friends evidently appreciate to the full the efforts we are making to promote increased sales of flowers, realizing that success in this direction means better business for them.

We are also pleased to announce the receipt of a cheque for \$400 from Bassett & Washburn, Chicago, completing their subscription of \$500 for this year.

Greater publicity than ever is being given to the Von Tilzer song "Say it with Flowers," through its adoption for reproduction as a phonograph record by the Columbia Graphophone Company. The record appears in the Columbia list for mid-April, and is now on sale in every city and town in the United States and Canada, and will soon be available throughout the civilized world. This publicity costs us absolutely nothing; in fact we are to receive a royalty on every score copy sold. The exploitation of this song has certainly proved a triumph for the publicity committee.

The May magazines which are to carry the Mother's Day advertisements will be on sale in a few days, and some of the big weeklies will carry the same advertisements about one week before the big day. Any florist who has not received a pamphlet describing the "helps" provided for securing Mother's Day business should write for one immediately, ad-

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
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Write for prices stating your requirements.

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addressing the request to "The Florists' Publicity Service Bureau of the S. A. F. and O. H., 431 South Dearborn street, Chicago. These helps include poster stamps, posters, folders, electrotypes and lantern slides, all calculated to produce local publicity and to link up with the campaign advertising.

The campaign is swinging along to the full extent of the funds available. What a tremendous advantage we are missing through being obliged to adopt a parsimonious course! Was ever a good movement so hampered as ours through downright niggardliness on the part of most of those whom it was promoted to assist? Instead of a drive for subscriptions we should be driven in the acceptance of them. There has been a very unreasonable amount of the "let George do it" spirit shown so far in the campaign. To think that 20,000 or more florists in this prosperous country cannot raise \$100,000 to promote benefit for themselves worth many millions of dollars, is to think wrong. It is more than possible to raise this amount, if those it is to benefit will only think the right way.

Mr. Nonsubscriber, please do not block the best game ever played in the interest of the florists' industry by withholding further your support. You owe it to yourself. You owe it to that little band of generous brother florists who have personified "George" up to this time. Think of your Holland friends. Don't be an outlaw. Show us, through your cheque, that you don't intend to be.

JOHN YOUNG, Sec.

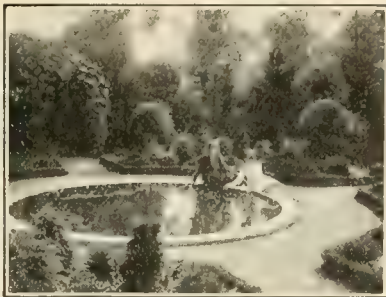
BOSTON FLORISTS' ASSOCIATION.

The April meeting of the Boston Florists' Association was held at the City Club on Tuesday evening, April 13th, with over fifty members in attendance, and it proved to be one of the most enjoyable sessions that the association has held. Five new members were elected.

A general discussion was held concerning market conditions, wherein the salesmen very briefly stated their side.

Mr. S. A. Dawson, of the Burlington Willow Ware Co. was a guest, and spoke to the members on Cooperation. He has evidently noticed what seems to be a fact in this section—the lack of cooperation of all branches of the trade, and referred particularly to a recent visit he made to Philadelphia florists.

The members were entertained by Prof. J. Frank De Chant, of Sheldon School, who gave a most excellent talk



Garden Bordered with Box-Barberry. Electros of this illustration Free with order of 1000 if requested.

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of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the **BAY STATE NURSERIES**
Wholesale and Retail **NORTH ABINGTON, MASS.**



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladoli, Cannas, Tuberose, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.

SEEDS AND BULBS

Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

LAST CALL LAST CALL CARNATION CUTTINGS

Morning Glow

Pink Delight

Enchantress Supreme

IMMEDIATE DELIVERY

Also all other standard sorts. Write us your wants

Cyclamen Seedlings from best strain of seed. Mixed, 4-6 leaves, \$8 per 100, \$75 per 1000; Salmon alone, \$10 per 100.

L. J. REUTER CO. *Plant Brokers* **15 Cedar St., WATERTOWN STA.**
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

on Salesmanship, and at the close of his lecture gave a few examples of mental training and memory which were enjoyed by everyone.

Taking it all in all, it was one of the most enjoyable meetings of this live organization.

Next month, the members are promised a treat in the way of a talk by Wm. H. McMasters, of Boston, who will speak on "The Wit and Humor of Flowers."

Trees and Shrubs at Auction

AT DE-BLOIS FARM

NEWPORT, R. I.

Monday, April 26th, 1920

Stock Consists in Part of

- 50,000 Berberis Thunbergii 2½-3 ft.
- 1,500 Scotch Pines 6-8 ft.
- 800 Pines, Mugho & Montana 2-4 ft.
- 45 Pines, Austrian 5-6 ft.
- 50 Abies Nordmanniana 5-6 ft.
- 60 Abies Nordmanniana 3-4 ft.
- 100 Abies Alcockiana 5-6 ft.
- 50 Abies Pectinatis 1½-2 ft.
- 41 Abies Nobilis 4-5 ft.
- 200 Picea alba 3-4 ft.
- 80 Picea pungens 6-8 ft.
- 16 Picea pungens glauca 6-8 ft.
- 100 Thuja Americana 5-7 ft.
- 350 Hornbeam Carpinus betule 8-15 ft.
- 60 Ulmus campestra suberosa 18 ft.
- 70 Hopulus balsamifera 20 ft.
- 18 Acer Colchicum 15-18 ft.
- 8 Fagus purpurea 15-18 ft.
- 35 Japanese Maples 3-5 ft.
- 39 Deutzia gracilis 1½ ft.
- 700 Wiegelia rosea 5 ft.

Trees were mostly last transplanted three years ago.

Auctioneers, N. F. McCarthy, 112 Arch St., Boston, Mass., associated James A. Taber, Middletown, R. I. Sales agent, Alexander MacLellan, 87 John St., Newport, R. I.

Lists upon application from auctioneers and sales agent.

F. T. D. ORDERS FOR MEMORIAL DAY ABROAD

Secretary Albert Pochelon, of the Florists' Telegraph Delivery Association has received a letter from William Leighton, a florist of 36 Renfield street, Glasgow, which doubtless will be of considerable interest to florists in this country. Very likely there are many people in America who will be glad to take advantage of this Memorial Day opportunity. The letter follows:

Dear Sis:—Last year I was favored by The American Red Cross Society, in London, with an order for Laurel Wreaths for the graves of the American Soldiers and Sailors, who perished on the Island of Islay by the wrecking of the two steamers. If it were known to the members of your association that I am in a position to execute orders for Memorial Day here, it might be an inducement for them to receive orders which I would be pleased to execute.

Had time permitted I would have circularized all the members of the F. T. D. but we are at the present moment over head and ears in our Spring Seed Trade which occupies the whole of our staff. I thought that I would mention it to you, for if you can make it known, it might be to our mutual advantage.

With all good wishes and kindest regards,

Yours respectfully,

WM. LEIGHTON.

THE MARKET.

Railroad conditions, due to the strike, have played the dickens with the flower markets in most of the larger cities. In Boston, for example, it is almost impossible to make shipments so that a glut has resulted. Stock has come in readily enough by truck, but

much of it is normally moved out over the rails, for many Boston dealers ship to distant points. Although the market was good on Monday, it kept going down all through the week. Roses were down by Wednesday as low as 1½c.; carnations sold from 2c. to 6c. and everything else was down in the same proportions.

The markets in the other cities have had a similar story, although reports from Buffalo do not show as marked slumps. Carnations there are selling from 3 to 6c., sweet peas from \$1.00 to \$3.00, tulips from \$3.00 to \$5.00, and mignonette from \$3.00 to \$6.00. Violets are down as low as 75c. Pansies are in and selling for 25c. a box. This was about the run of the market in New York and Pittsburgh when reports came in, but with a downward tendency owing to conditions.

Since the 12th inst. all express shipments from Philadelphia are under embargo on account of the switchmen's strike. Outgoing cut flower orders depend at present entirely on the parcel post service. This, as a rule, has been very satisfactory but even the mails are affected and there is risk of delay which makes buyers at a distance hesitate in ordering. And, of course, affects the market locally. Business is fair but stocks accumulate as the outside demand is curtailed. The wholesale distributors are doing their utmost to cover the situation by truck, by trolley and messenger wherever possible and no stone is being left unturned to meet the emergency. It's not quite so bad as a policemen's strike and doesn't call for the militia perhaps, but it is annoying enough to the general public to almost do so. In a sense railroad men are public servants like the police and a strike among them calls for more drastic treatment than an ordinary dispute between individuals.

HORTICULTURE

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APRIL 17, 1920

No. 16

THE TALK OF THE TRADE

The J. M. Gasser Co., of Cleveland, is a thoroughly up-to-date concern, as is evidenced by its advertising methods. A few weeks ago it used the newspapers for an announcement to the effect that on Sunday the green houses would be thrown open to the public without charge. It was stated in the advertisement used that this is the only Sunday in the year when the firm kept its establishment open, but that on this occasion visitors would see the greatest display of flowers ever made in Ohio. It was announced that among the flowers on exhibition would be 150,000 roses in benches, 100,000 carnations, 50,000 Easter lilies, 25,000 narcissi, 12,000 hardy roses in pots, 4,000 hydrangeas, 4,000 orchids and other favorite flowers in profusion as well as rare African daisies, rich tropical ferns, and sweet old-fashioned mignonette.

Certainly this was a first-rate method in which to prepare the public for Easter business. A special announcement was made, though, that no flowers would be sold or orders taken during the Sunday when the conservatories were thrown open. It was purely a flower show, and a good one, but without doubt it did much to enhance the prestige of the Gassers in Cleveland.

For the past few weeks at odd times I have taken up the various types of Chrysanthemums, starting in with the exhibition and large-flowered commercial varieties, through the pompons, and now come to the singles and anemones.

I am never able to think of single chrysanthemums without having my thoughts go first of all to Mrs. W. E. Buckingham. It is early and one of the best all-around singles ever put on the market for the commercial grower, and then I think of Mrs. E. D. Godfrey, just as good in every way but a late. These are two old standbys and since their introduction we have been favored with the variety Elizabeth Firestone. It comes in between Buckingham and Godfrey and in every way is a very valuable variety. These three varieties mentioned are pink of pleasing shades and sure to be standards.

Then, if you want a later variety,

grow Margaret Waite, as you can market cut flowers of this sort in December. It is deep pink and of good habits.

For white, I don't know of any variety that will take the place of Menza. This sort is ready for the market the first part of November, but as to picking any single white for earlier or later than this time, there is nothing to compare with this sort as to quality. This also applies to the yellow Golden Menza, which has been tried and is established. Polly Duncan, a light yellow, semi-double sort, is also a good one for general use. It comes in possibly a little bit earlier than Golden Menza.

For bronze, I would pick Jane Ingalls and Wells' Excelsior. The latter is a tall growing sort, ready to cut

about November 1st, and is very good. Ramona is also a good bronze.

For a rich crimson, you won't go far wrong in growing Virginia Holden.

In the anemones, there are two very excellent yellow ones: Eugene Langaulet and Sunshine, both good. Golden Lyda Thomas is a good variety for late work, coming in after Eugene Langaulet. It is tall growing, but the flower sprays are well set up and attractive.

There are two good white anemones, namely Garza and Blanche, the latter often called an improved Garza; both are good. Emma, a pink Garza, is a good commercial sort and Izola, which is ready about Nov. 15th, is probably the best dark colored anemone on the market. Yellow Garza is similar to Garza in habit and form, and has its place in the list of anemones.



A Well Arranged Basket

It would seem that carnation men the coming season are going to be favored with the introduction of some very good varieties. Maine Sunshine has certainly showed itself to be a variety of the first class. It is true yellow, good size and form, and when seen growing compels me to think that it is a good producer and easy doer. As to keeping qualities, anyone who has followed the shows knows that it is of the best. When you think that it traveled from Bangor, Maine, to Chicago, to the Carnation Convention, and then came away with the highest award for keeping qualities, you know that it is a winner in that respect.

Then we are to have for next season White Delight, which if I am not mistaken is to be introduced jointly by C. S. Strout and William Sim. It will be interesting to note that White Delight is a stronger grower than Pink Delight, and I think I am safe in saying that this is an absolute fact. A few days ago, I saw a bench of White Delight growing at Mr. Sim's place, the cuttings of which were received on May 17, 1919. You will admit that that is very late, but on April 12, 1920, those plants stood four feet tall, are loaded with buds and flowers, and I have seen that same bench off and on since last August and can say right now that it has stepped right along every bit of the time. About twenty-five feet of this same bench of White Delight is finished out with Pink Delight planted from earlier cuttings, but benched at the same time, and White Delight is heavier and stronger in every way. The color of the foliage shows a trifle more blue, but otherwise it is a "Delight" in all characteristics.

Another thing which I think will be very pleasing to all who like Pink Delight is the fact that both Mr. Sim and Mr. Strout state that White Delight is much easier of propagation. At any rate, these two men have been very successful in the propagation of this variety this season.

I was interested to note the way Mr. Sim handles his young stock. He probably will have in his houses before planting out time one hundred thousand or more plants ready for the field. This stock is taken from the cutting bench and put into soil in the beds instead of flats or pots, and the way the stock is doing with him is certainly pleasing. Of course, he doesn't use a rich or heavy soil, but I think the particular point in favor of this method is the saving in labor, and the fact that the cuttings do so well through having cool growing conditions at the root; and if care is used

in watering, there is no reason in the world why this method should not be a success.

Mr. Robert Edgar of the Leominster Floral Co., reports a very successful season, and his Easter trade must have been decidedly pleasing to him. Mr. Edgar is a grower of good experience and has turned out a grade of stock that is marketable and in demand by store men. His location is excellent as he has a shipping territory that reaches out in all directions in a way that is sure to prove satisfactory.

I understand that Mr. Edgar is going to confine himself to the pot plant trade, and I think he is decidedly wise in expressing himself that he will hold to medium-sized plants. For instance, we all know that this year lilies with eight to ten flowers or more to the pan were slow in moving, but any quantity of plants carrying four, five or six flowers could have been handled. Mr. Edgar will eliminate the carnations which have been growing at this range of houses and is going in particularly heavy on Begonias, Cyclamen, Poinsettia, Ramblers, Hydrangeas and Lilies.

EXCHANGE RATES BOTHER FLORISTS.

Much Business Lost by American Growers Under Present Arrangement.

Canadian florists are very much concerned over the rate of exchange between Canada and United States. The contention is being made that the Dominion ought to get along without American flowers. Now in the past a great many flowers have been shipped from United States across the line, especially to Montreal and Toronto. For years Welch Bros., of Boston, shipped great quantities of roses to these cities. Roman Irwin, in New York City, is known as a Canadian shipper. About a year ago conditions made it necessary to curtail much of this trade and within the past few months shipments have been very small. This has been largely the result of the exchange rate, which for a time was up to 15. Now it is down to 9, and doubtless in time the situation will become normal again.

Nevertheless, the opportunity is being taken advantage of to build up a wall against American importations, and some very fallacious figures are being used to prop it up. For example, a Toronto newspaper recently said that cut flowers to the value of \$165,277.00 annually were taken into Canada from United States, and that as far as the import supply is concerned the

Dominion ought to be able to do without them. Now this is by no means an exact statement of fact. The amount quoted applies not only to cut flowers but to all kinds of nursery stock. As a matter of fact, the nursery stock importations made up the larger part of the importations. If Canada is to have this stock under present conditions, it must bring it in from outside. From the statements which have been made across the border, the erroneous impression has gone forth as intimated above that the figures named apply only to flowers, and it is important that this correction be made.

There are other factors, too, not commonly considered. While Canadian florists import cut flowers, Canadian growers export them. Mr. P. Welch, of Boston, who has made a careful study of this whole situation, said a few days ago that quite as many cut flowers leave Canada for the United States as go into the Dominion from this side of the border. While Boston and other eastern cities send flowers up the line, Canadian growers ship them across to Detroit and other points west.

Of course in shipping flowers out the Canadian growers get a much greater benefit than results when flowers are shipped in. Apart from the exchange rates, there is a duty on cut flowers imported into Canada and this duty has done much to curtail shipments. The suggestion has been made that the duty be taken off cut flowers, but apparently it meets with little approval. Naturally Canadian florists themselves are not united in their opinion on the matter. Some of them live in sections where they can get as many flowers as they need from Canadian growers. Others find this a very difficult matter.

Ernest S. Simmons, of Toronto, is quoted as saying that it is always unsatisfactory to buy imported flowers because they usually arrive in a soft condition and more or less bruised. This is apart from the prohibitive prices. On the other hand, W. W. Gammage, of Toronto, says that there are localities in Canada where cut flowers cannot be produced at certain seasons of the year, nor shipments of flower producing centers be successfully made at all times. Florists in such sections would find a prohibitive policy a great hardship, and at the same time this policy would not benefit home production.

George W. Garrity, of Dunlop's, Toronto, has been interviewed by the Canadian Florist and discusses the situation very intelligently as follows:

"There are cases in which it is necessary to import some varieties of flow-

ers from the United States, in view of the fact that such flowers are not grown in Canada. The people of Toronto, traveling back and forth as frequently as they do, call for and demand flowers which they have seen in either New York or Chicago, and which are not procurable in Toronto. In these cases, it is necessary to import certain flowers. As roses, carnations, and the general run of retail stock are grown here, there is no necessity for the continuance of these importations. There are cases, in which some florists cheapen stock by importing quantities, and having them billed in, we understand, at much less than the market rate. After having them passed by the Customs, they can successfully compete with the Canadian prices, making sales at almost the cost that the regular dealers have to pay for their stock.

We believe that there is sufficient stock produced in Canada to supply the demand for cut flowers. Of course, during the heavy demand occasioned by the "Flu" epidemic, flowers were very scarce, not only in Canada, but in the United States. For the general run of business, the stock produced in Canada is sufficient, and far superior to that produced in the United States.

"We do not think it would be proper to prohibit the importation of any salable article, which is necessary in Canada. If the invoices of stock were scrutinized carefully, however, it is not likely there would be much importation of any kind of flower that is grown in Canada, as it would be impossible to sell as low as the home grown with the addition of duty and war tax.

"The growers would not benefit, if they made the prices as reasonable as they are in the United States. The Canadian growers, with few exceptions, are putting such exorbitant prices on their stock, that some florists are no doubt finding it more profitable to import flowers.

It is for that reason that \$165,277.00 has been spent for flowers in the United States. Probably most of these flowers passed through Montreal and not Toronto. If the growers of Canada would make a price, that would dispose of their stock, it would stop the week-end sales at about one-quarter to one-third of the listed price, and they could dispose of all their flowers daily, and in many cases would not demoralize business."

E. J. Hayward, of Montreal, gives it as his opinion that it would be against the interests of the trade generally if an embargo were placed upon the importation of cut flowers. He says that there is not sufficient stock produced

locally to meet the demands, and that if importations were suddenly prohibited, the retailers would be affected quite appreciably. He thinks that if restrictions were enforced they might tend to force prices higher and keep the masses at certain seasons from obtaining the flowers which they want and need.

Altogether it is much a matter of location, for R. H. Wright, of Ottawa, declares emphatically that in his opinion the importation of cut flowers is not necessary, there being sufficient stock produced to meet the demand. He says that the whole business would be benefited by prohibiting imports.

Apparently the general feeling is that Canadian florists should buy as little as possible from the United States, while the exchange on Canadian currency is maintained, but that enacting drastic measures to totally prohibit importations would be a great hardship.

The Rock Flower Gardens, Inc., of Kansas City, Mo., has bought 133 acres of land near Independence, paying, it is understood, \$60,000. The corporation is a new one, capitalized for \$100,000, and is distinct from The W. L. Rock Flower Co., although Mr. Rock is chairman of the board. Wiley Pendleton, of Indiana, is the secretary and treasurer. The corporation will devote itself to the growing of flowers in the open, and expects to produce asters, gladioli, and dahlias on an enormous scale.

Michael Dobridnia is reported to have purchased the Conrad Schultz greenhouse of Franklin street, West-erly, R. I.

DEPARTMENT OF PLANT REGISTRATION.

Geranium "Betty"

Public notice is hereby given that Theodore H. Townsend, horticulturist, New York State School of Agriculture, Morrisville, Madison County, N. Y., submits for registration the new plant here mentioned.

Geranium seedling grown at Morrisville, origin unknown. Plant 12 inches in height, a strong grower and a free bloomer in the spring and summer; has a plain leaf, no zone; flowers fourteen in cluster, single, fine petals; diameter of single flower $2\frac{1}{4}$ in.; flower pink in the bud, opening to pure white, retaining this color. The flowers have red pollen. Originator notes that varieties were crossed here, including the Geranium and Pelargonium, but the varieties became mixed, and parentage lost.

The name proposed is "Betty," in honor of the deceased daughter of

ROSES

OWN ROOT

20,000 RUSSELL $2\frac{1}{2}$ inch plants from 2 and 3 Eye Cuttings.

Excellent Condition Now.
\$22.00 per 100, \$190.00 per 1000.

10,000 AMERICAN BEAUTIES, $2\frac{1}{2}$ inch.
EXTRA STRONG PLANTS.

Ready Now.

\$20.00 per 100, \$190.00 per 1000.

The above varieties are scarce; better order now.

Also 1,000 extra fine three inch CORNELIA, for immediate delivery. The lot for \$225.00. Better wire if can use.

Write for Complete List of Roses.

C. U. LIGGIT

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Bulletin Building PHILADELPHIA

ORCHIDS

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL, Summit, N. J.

FERTILIZER RING DEPOSITOR



Will INCREASE and IMPROVE GREATLY the Quantity and Quality of Potatoes, Corn, Cabbage, Tomatoes. Just up and down of handle is full operation — no twisting or turning of handle. Can be used with powdered or semi-powdered material. STYLE "A" for Seed or for Plants from 6 to 10 inches high. STYLE "B" for Any Plant up to $1\frac{1}{2}$ in. Thick in Stem. Tested and Approved by Agricultural Departments and Farm Bureau. Holds 25 lbs. Style A, \$7.50, delivered. Style B, \$13.50, delivered.

Write for Circular

George William BROWNING
Clinton, N. Y.

Professor and Mrs. Frank C. Helyar, the former a director of the school.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the Secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

Little Ads. That Bring Big Returns

Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser. Anything wanted by florists, gardeners, park and cemetery superintendents, etc., can be sold through this medium.

Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.

HORTICULTURE

Established by William J. Stewart in 1904

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Entered as second-class matter December 3, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

To comply with a new Post Office requirement, when writing to HORTICULTURE, please use the following form:

HORTICULTURE, 78 Devonshire Street, Boston 9, Mass.
The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

There is no doubt about the fact that the publicity movement among the florists is gaining rapid impetus all over the country. This relates not only to the general campaign of the S. A. F., but to the efforts of the local associations to promote the sale of flowers by advertising campaigns. Chicago florists have been the most successful apparently in working out a thoroughly scientific campaign. Moreover, the Chicago advertising could hardly be improved upon. Milwaukee has, of course, devised a publicity plan which has attracted much attention, and the benefits of which are being seen in other cities which have adopted it at least in part. While Baltimore has been a little backward, she is now speeding up and with a four thousand dollar annual fund should be able to make a good showing. Even from the Pacific coast come reports of organized efforts along the same lines. There is every reason to believe that the publicity work of the California florists will be crowned with complete success, for the members of the trade in that state are keen and alert.

There still remains much chance for greater co-operation and more carefully considered work in Boston, but the ball has been started rolling and it is sure to grow larger as it moves along the well-oiled track of publicity. Occasionally a voice is heard in opposition to the magnitude of the scheme now being carried out, but on the whole

the florists are standing behind the movement in close ranks and seem disposed to help in every way they can. This is both to the credit and the advantage of the trade at large.

We are glad to welcome back "The Southern Florist," published at Fort Worth, Texas. In 1918 the unusual conditions created by the war made it wise to suspend the paper for the time being. Conditions have improved now to such a degree that publication can be resumed, and "The Southern Florist" comes out with an excellent Easter number. With the prices of paper, printing and illustrations constantly advancing, most of the trade papers have pretty hard sledding, and we are happy to find "The Southern Florist" in a position not only to resume publication but to expand its business as well.

We wish that we had space to reproduce in HORTICULTURE all of the important and timely paper which was read by President Kohout, of the Chicago Growers' Association, at the last meeting of the Chicago Florists' Club. Because of his activity in the work of organizing the growers of Chicago, he has a right to speak with authority, and his far-sightedness and broad-minded conception of the whole problem cause his words to be given the most respectful and thoughtful attention. The Chicago growers have blazed a trail which should lead to unprecedented success and one which can be followed to advantage by growers in all other sections. The newly organized National Association of Growers offers a medium through which local associations can take advantage of what has been learned by the Chicago growers and those of other cities. Mr. Kohout in his address dwelt especially upon the advantages of organization, but did not hesitate to speak of the sneers and slanders which were not withheld on some sides at the beginning of the work. In every city where organization is perfected, a certain amount of criticism and holding back must be expected. It takes a long while for some growers to warm up to any new plan. Mr. Kohout pointed out that while a single grower can do little or nothing to improve conditions, a number of growers together can accomplish wonders. By their united strength they are able to check any abuses which may arise in the trade. Co-operation does not necessarily rule out competition, but it puts it on a friendlier and squarer basis. One paragraph in Mr. Kohout's paper deserves special reference. In it he said, "There must be something wrong when our sons refuse to follow the steps of their fathers in the growing of floral-cultural products. There must be something wrong when we attract the lowest type of labor or the overflow from other industries." This brings up one of the most pressing problems of the grower, and if a way can be evolved to meet its solution, the trade will be happy indeed.

GREENHOUSE BUILDING

Some Important Points Made by Miss Simmons of the Hitchings Co.

Miss Annie Simmons, formerly of the Boston office and now connected with the New York office of Hitchings & Co., greenhouse builders of Elizabeth, N. J., has made quite a reputation for herself as a lecturer, speaking on commercial greenhouses and greenhouse construction. She recently gave an extended talk at Bangor, Me., which was reported in one of the local papers.

Miss Simmons said that there are two vital questions to be considered in the construction of commercial greenhouses, permanency and result. Both are necessary from a financial standpoint and finance is the principal point to be considered.

First, in balancing finances against results, or in lining them up together, there should be no give or take on the part of result. One grows to get results. The results will determine the finances.

To get the best results, excluding the question of knowledge of the subject of growing, it is necessary to have a light greenhouse, well heated, and for all time a house which can be depended upon to stand the strains put upon it of wind, rain, snow, ice, the million and one things which come to test its reliability.

For substantiability one usually recommends a full iron frame greenhouse as being lightest and best, a bit more expensive in the first cost, but less expensive in up-keeps. This type of greenhouse obtains much of its splendid strength and extreme lightness from the fact that at intervals of eight feet, three inches, there are iron rafters extending in one piece from below the ground line to the ridge or ridge vents. These, of course, take care of much of the weight and relieve the sash bars, making it impossible to materially reduce the size of the latter. Cast iron sills, angle iron purlins and other special parts add to the efficiency of this type of construction.

Next comes the half-iron frame house, really almost full iron, but with some wood members taking the place of the iron ones and with the necessary size and additional columns to take care of the glass, wind or snow loads.

Look around at the successful commercial man and size up his proposition. He will, in most cases, have up-to-date greenhouses of the best type supplemented by hot beds and cold frames. He will, if he is in the right location, have an attractive show

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by furnishing them with

Framingham Evergreens, Trees, Shrubs and Roses

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We Have on Hand the Largest Stock of

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RHODODENDRONS

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1,000 BAY TREES All Sizes

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N. F. McCARTHY CO., Props.

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Office and Salesroom: 112 Arch St.
BOSTON, MASS.

house or will have a portion or all of his greenhouses open to the public and the public will call, admire, and buy; and buying is the co-partner of selling.

Decide on your financial investment, look to the future and plan for future extension, put every cent of your money into the best greenhouse you can obtain; if necessary have it small, but of first class construction, then go ahead and get results.

GENERAL NEWS NOTES.

A new store at 224 Devonshire street, has been opened by Thomas F. Galvin, Jr., who has been in business for himself for several months, and is working up a very nice trade. The new store is in an excellent location close to Winthrop Square.

Some of the florists have been greatly inconvenienced by the dock strike in New York City. Recently Sidney H. Bayersdorfer, of Philadelphia, spent three or four days in locating lost cases belonging to his firm, which were under the mass of unhandled freight on the wharves.

A woman who is making a name for herself in the flower world is Mrs.

Most Wonderful Nursery in the Country To Select Large Sizes of Fine Trees FOR IMMEDIATE EFFECT

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Retinosporas Filifera, Obtusa Nana, Plomosa, Plomosa Aurea, Picifera Aurea, Squarrosa Veitchae and Sulphurea.

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Established 1895

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Annie E. Howard, of Republic, Mo. She sells an enormous number of gladioli and dahlias for cut flowers, having worked up a splendid market. This year she expects to plant about 3,000 dahlias, simply for the cut blooms, and will have in probably 75,000 gladiolus bulbs by the end of the planting season.



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150,000 Square Feet of Glass

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J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.

Prompt, Efficient Service Guaranteed.

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass.

Flowers Under Glass

Florists are showing more interest in Gardenias as evidence accumulates that they are coming back into popular favor. You should keep shifting your plants until they are in four or five-inch pots, when they will be large enough for planting out on benches. Gardenias do well in a compost consisting of fibrous loam, four parts, leaf mold and cow manure, one part each, with a little sharp sand added. They like a night temperature of 65 to 70 degrees. Many florists find that they do especially well when plunged in ashes well up to the glass rim which gives them a nice moist atmosphere.

It is time to get at the old plants of poinsettias. They have rested long enough and should now be started into growth. Shorten back the stems and repot, using as small pots as you can. Put them back on a well lighted bench and give them a night temperature of 65. Old wood cuttings will root in three or four weeks in a warm frame and can be put into three or four-inch pots. You can keep on making cuttings until August.

The Nephrolepis ferns lose none of their popularity and while there are many growers who specialize in them, even small florists like to keep a few plants coming on. You can propagate at any time from now on to July, but remember it is very important to have a bench on which the drainage is perfect. Light sandy soil is best, for in such soil the ferns will soon produce plenty of runners which will root readily and are easily lifted. In summer the ferns should be frequently sprinkled and shaded lightly.

Give your primroses plenty of ventilation. Thousands of seedlings will be started between now and the last of May, because Primroses are found to be very ready sellers. They like soil containing a good mixture of fibrous loam and well rotted cow manure and leaf mold, but not much manure will be needed. A temperature not over fifty is best for primroses. With sunshine they can run fifteen degrees higher. The sowing of primrose seed can go on until the first of May, for even at that late date planting will give you good stock by December. Get your

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Let us fill your orders for **Steamer Flower**
Baskets, Corsages and Artistic Boxes of
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ANDERSON service means fresh, sturdy
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or Designs on Order by Tele-
graph or otherwise. Prompt
Reliable Service.

GEORGE H. COOKE
Connecticut Ave. and L St.
WASHINGTON, D. C.

early primulas into the pots as quickly
as possible and shade them slightly.

When the freesias are through flow-
ering do not dry them off too quickly,
but withhold water gradually until the
tops have died down. Then the bulbs
can be shaken out and stored away
until July or August. It is worth-
while giving special attention to these
bulbs as the flowers should be in no
little demand next season.

The heavy sale of climbing roses at
Easter time will encourage the florists
to have a good stock of these plants
for next season. They can be started
now from dormant plants.

Why doesn't some grower around
Boston who has a range of glass suit-
able for the purpose go in for ferns?
I don't mean bench-grown stock, but
pot-grown; plants that will be market-
able from 4, 5½, 6 and 8-inch pots, but
above all they must be pot-grown, not
that stock that is taken from the
benches with long, straggly fronds,
then potted up and sent to the stores.
That stock isn't satisfactory; the store-
men know it, but are unable to help
themselves, as really good pot-grown
ferns are not available around New
England, at least not in any quantity.
They certainly would bring a price
that would pay for handling them, and
I believe that the grower who finishes
up a lot of ferns of the quality men-
tioned is going to be satisfied with re-
sults.

Florists growing *Odontoglossums* are
approaching the most difficult season
of the year for these plants, for their
native haunts seldom find a tempera-
ture running over 65 degrees. The one
safe plan is to move them before the
nights get very warm to a house which
has a northern exposure and where
there are shades about twenty inches
above the glass. Shades of this sort
will admit air in abundance and yet
help to keep the house cool. *Odonto-*
glossums need careful syringing as
well as plenty of ventilation. The
Crispum section also likes plenty of
water at the roots but the Grande sec-
tion is better when allowed to dry out
occasionally.

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Flowers

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mention **HORTICULTURE**

SOLVING GROWERS' PROBLEMS

Mr. Kohout Talks About the Work of the Growers' Association in Chicago.

At the last meeting of the Chicago Florists' Club, Mr. Joseph Kohout, president of the Commercial Flower Growers of Chicago, read a paper which aroused much interest because of its frank, intelligent discussion of growers' difficulties and growers' problems. A few important extracts from the paper are given below:

The strength of our organization is what makes our organization something more than a name. Organization today is the product of modern business enterprise. Competition may be the life of trade but co-operation is creeping in by competitive business becoming organized. As growers our organization has a distinct purpose, so we look kindly to practical reforms as are adaptable to our needs. We avoid a selfish purpose in always having in mind the welfare of all those engaged in the industry. The leadership of any organization should be devoid of any control or influence of the stronger members over the weak. Organization of growers wherever they may be should tend to protect capital investment, stabilize prices as much as possible, improve labor conditions and restrain wasteful competition. Improved production, improved marketing and fair profits fairly represents the wishes of our organization. To obtain these desires we hope to obtain the favorable viewpoints of the commission wholesaler, the retail florists and the public at large. The grower is the backbone of the flower business yet we have trusted a larger part of our interests to somebody else. There is the commission man who always derives his profits from the work of the grower—there is the retailer who derives his profits in adding his cost of selling to his purchase price while the grower takes his chances on a possible profit of the unregulated law of supply and demand, hence he now comes in on creating a demand for his products that will lead to a profit over the annual average cost of greenhouse production. Some day I hope to see a maximum selling price around the holidays because of the extra demand and a minimum price on an overabundance whether because of heavy production or a small demand. In either case we should establish an equilibrium or a law of average to safeguard a margin of profit to continued successful flower production.

"Stock dumped has cost us millions

of dollars and finally we believe we have the plan in grasping the value of advertising to reduce such losses. The supply in excess of the demand starts unstable and erratic prices before the public, while the demand in excess of the supply has a tendency to make prices more uniform before the public. If the retailer can be brought to harmonize his selling prices to his pur-

chase price on an established basis, selling on a minimum and maximum price, such regulation might reduce the waste in the sales and distribution of the growers' products. The National organization could well branch out as a result of our success in Chicago, since Chicago's geographical position lends an influence to support the activities of a resident organizer, so as to

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye)....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
Farquhar's Giant Red	1.75		

Sow Now For Strong Spring Plants

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Giant Rose Pink	1/4 oz., .65	Giant Yellow	1/4 oz., .60
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CAERNATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; 1/4 oz., \$2.00			
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PETUNIA. Farquhar's Ruffled Giants Mixed.....	1/16 oz., \$4.00		
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SALVIA SPLENDENS COMPACTA	1/4 oz., \$1.00; oz., \$3.50		
SALVIA SPLENDENS	1/4 oz., \$0.75; oz., \$2.25		
SALVIA ZURICH	1/4 oz., \$1.50		
VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00			
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GARDEN SEED

BEST, CARROT, PARSNIP, RADISH AND
GARDEN PEA SEED in variety; also other
items of the short crop of this past season
as well as a full line of Garden Seeds, will
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SEEDS, BULBS, PLANTS

JOSEPH BRECK & SONS, CORP.

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W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS
Horticultural Sundries

166 W. 23rd St., NEW YORK

further effect state or sectional organizations among the growers.

Our plan of organizations adopted along National lines will bring to other growers the remarkable progress we have made within a year's time. Our preliminary experience is available to growers surrounding other centers of distribution. After these various organizations have been perfected, one section of the county will learn from the other. It is surprising how the Chicago growers overcome trade jealousies and suspicion and get together toward friendly co-operation.

On a national basis our organization will co-operate with the scientific and theoretical experimental work in floriculture. We can deal safely with positive results and leave the experimental stations do the experimenting.

A national organization can give us an exchange of the best cultural methods, knowledge of the best markets, supply the different local organization with instructors and organizers for every prospective and permanent organization.

As our industry advances we become individually more ready to surmount difficulties and make our profession in keeping with the most advanced methods in practice in other industries. Our national organization will stand out like the rock of Gibraltar to husband our resources to meet any emergency.

THE CLEVELAND CONVENTION

Plans Being Perfected for a Big Gathering in the Ninth Garage

It has been definitely settled that the annual convention and trade exhibition of the S. A. F. August 17, 18 and 19th, next, shall be held in the Ninth Garage, St. Clair avenue and East 6th street, Cleveland.

The building is of fireproof reinforced concrete and steel construction, equipped with a modern sprinkler system. A whole floor of the immense building has been leased, which allows of about 20,000 sq. ft. of space being available for the trade exhibition. The sessions of the convention will be held on the same floor, in quarters partitioned off from the rest of the floor, but light and cheerful, and having entry from the exhibition floor. There is every convenience for a gathering of this kind, and the convention and exhibition will be most comfortably housed.

The location of the Ninth Garage is immediately adjacent to the very heart of the downtown business, shopping,

financial, office and amusement district of Cleveland. It is just across the street from the new three million dollar Convention Hall. It is one block from the City Hall, two blocks from the post office, three blocks from the public square, two blocks from Euclid avenue, and one block from the Hollenden Hotel. The transportation lines of the city, railroads, interurban and street cars, centre in and around Public Square. Visitors journeying to the convention in their own automobiles, can store their cars in the Convention Building.

Plans of the Trade Exhibition floor, showing the different blocks of space available for exhibits, will be issued about the middle of April, and the secretary will be pleased to mail one, with regulations governing exhibits and blank forms of contracts, to anybody making request for same. The rate for space is 60c (sixty cents) per square foot. The selling of merchandise by persons or firms not having engaged space will not be allowed, unless such person or firm shall have secured a permit or license from the Secretary, the fee for which is twenty dollars.

The exhibition classes will be as follows: Plants, cut blooms, boilers and heating apparatus, greenhouse structures, florists' supplies, including fancy pottery, bulbs, seeds and garden requisites, miscellaneous. Judges of trade exhibits will be appointed by President Miller in advance of the Convention, who will examine all exhibits and make detailed reports on them in the afternoon of the opening day. Exhibitors showing novelties, or improved devices which they wish to have examined by the judges for special notice, or award, are required to make an itemized entry of them in advance. For exhibits deemed worthy, diplomas in three grades are granted, as follows: Certificate of Merit, Honorable Mention, Highly Commended.

NEW ENGLAND.

A new concern to handle ferns has been organized at Adams, Mass. It will be known as Robert Groves, Inc., and the incorporators are Robert Groves, Blanche Groves, Thomas Groves, William Baker and William Paro, all of Adams. The capital stock of the concern is given as \$75,000.

LILY BULBS FROM STORAGE

GIGANTEUM, RUBRUM, ALBUM, AURATUM MELPOMENE, LILY OF THE VALLEY

Careful storage, prompt express shipment on dates as arranged

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THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

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RAMBLING OBSERVATIONS OF A ROVING GARDENER

It seems to me no better plan could be devised to interest amateurs in the growing of flowers than for garden clubs to throw open their meetings and have talks given by experienced men who can make practical demonstrations of what they are talking about. At a recent meeting of the Rochester, N. Y. Rose Society, Arthur Scheonfelder talked on rose culture, and to illustrate his points used actual rose bushes which he trimmed and pruned. At a recent club meeting in Boston Mr. Letson of Carbone's gave a demonstration of arranging cut flowers, which was very instructive and helpful. This is a line of work which may be developed to a much greater extent.

Certainly we must take off our hats to some of the Englishmen when it comes to getting out elaborately illustrated catalogues. United States edition of the wholesale seed catalogue of Kelway & Sons is just at hand, and is far ahead of any American catalogue that I have seen as regards prodigality in the use of illustrations. If cuts cost as much proportionately across the water as they do here, the investment represented by this catalogue must be a heavy one. The pictures, however, are an extremely valuable part of the catalogues as they make it possible for buyers to know just what they are getting, so far at least as appearance is concerned, and as for quality, there is never any question about Kelway seeds. The cut of Kelway's New Crested Frost-proof Borecole is a gem. The plant illustrated might easily be mistaken for a pendant of a necklace. The beans and the cabbages are given much attention and beautifully illustrated, but for that matter, so are the flowers, a picture of the perennial Gaillardia being especially fine, so that the book is uniformly good throughout.

It is in this country, though, that color has been used to greatest advantage by nurserymen. I am reminded of this fact by another little brochure which has come in from Hicks Nur-

series. It deals mostly with the lesser known shrubs, a fact which I am very glad to mention, because buyers often find it difficult to locate certain plants which they have read about and wish to obtain. Among the most charming colored illustrations in the little book is one of *Enkianthus campanulatus*. This is a shrub which has won much admiration in the Arnold Arboretum, and is worthy of wide planting. Its fall color as well as its unusual flowers make it very desirable, and they flourish with the same care that Azaleas require. I notice that in the Garden Magazine the Hicks people are featuring the Japanese Turquoise Berry, without giving the botanical name. The plant described is really *Symplocos paniculata*. Its light blue berries, borne, in late summer, are really very ornamental. Unfortunately the birds like them all too well and sometimes strip a plant in a few hours. There is an excellent colored illustration of the fruit in the Hicks catalogue. In several other instances fruit instead of flowers has been chosen for the pictures, and we are shown the berries in color of *Photina villosa*, *Viburnum Seiboldii*, and *Cotoneaster divaricata*.

I have also been interested in the catalogue issued by Moon's Nurseries of Morrisville, Pa. It is well known Mr. Moon is president of the National Nurserymen's Association, and one of the most active nurserymen in the country in putting the business on a more stable basis than in the past. As is to be expected, he gets out advertising matter which is quite different from the old fashioned catalogue. The attractively bound little book at hand is entitled, "On Beautifying the Home Grounds" and contains many hints and illustrations which will be of great value to home makers.

As a matter of fact there is a general and commendable inclination on the part of several prominent nurserymen to get away from the conventional type of literature. As a result, some of them have produced catalogues which are fully as valuable to the planter as many of the books which sell for a dollar or two in the stores. Take, for example, the literature of the Framingham Nurseries, Framingham, Mass. Mr. Wyman, the energetic young man who is at the head of the concern, gets out a catalogue which contains an amazing amount of information ar-

anged for ready reference and quick absorption.

Reference should be made also to the catalogue of the Little Tree Farms, with headquarters at 6 Beacon street, Boston. So completely are these catalogues illustrated and so definite and valuable the information given, that they have been adopted by schools and other institutions for regular use.

THE ROCK GARDENS

It seems as if the exhibition of rock gardens in Horticultural Hall in May might open a world of new botanical interest to many of us, for we have done so little with mosses and lichens. We exhibit each year the edible and poisonous mushrooms. But I recall with delight the scarlet tops to some of the soft gray mosses, the wiry stems of some of the green mosses which we would twist into fairy chains when children by pulling off the tiny caps at the ends of the stems, then bringing the ends towards the roots back into the empty sockets.

The space of these gardens, two and a half feet by three may be too small to show the beautiful and varied color of our New England rocks, yet the polished pebbles of our beaches could be used with advantage.

Gold fish are ruled out, as although they have lived through the winters in our ponds, they are not native to New England. But if anyone wishes to add animal life to the interest of his garden he could make a pool and introduce a tiny turtle, or the tadpoles and frogs.

Yet I believe that one of the chief beauties of these gardens will be in the variety of native ferns which may be used. There will be violets and other flowers to give color to the gardens with the bright red berries of the partridge-vine or mitchella, which stay under the brown leaves of our forests through the winter, to brighten it all.

Then there will be the fun of seeing how beautiful we can make these gardens with the rocks, flowers and ferns which we find growing in New England.

M. R. Case.

Hillcrest, Weston.

April 6, 1920.

The Massachusetts Horticultural Society and the Horticultural Society of New York together with the New York Florists' Club, will soon hold a meeting at the American Museum of Natural History, New York City, to protest against Quarantine No. 33.

George Watson's Corner

"You in your small corner and me
in mine."

Edward C. Dungan of the Wm. Henry Maule Co. who has been confined to his home for the past four months got back to business on the 6th inst. and was met with beaming spring greetings from his associates—also a rosy offering from Queen Flora gracing his desk and shedding fragrance and good wishes all around. We are glad to hear the news, and extend our best wishes.

The Lutheran Church of Wyndmoor took fire during the night recently, and raised a great commotion among the families of the Burtons and other florists of that neighborhood. Fortunately no lives were lost but John Burton got a blistered hand while spraying the home of his daughter which stands next to the church. All got out in safety—mostly in their pajamas—and the fire companies from Chestnut Hill, Flourtown, etc., finally came along, so the danger was past; but there certainly was great excitement while it lasted.

John Kuhn went to the Frankford Hospital March 31 for an operation for rupture. He was reported to be doing well April 7 the stitches having been removed on that date, and no unfavorable symptoms having developed. If all goes well he expects to be back home at Olney in about three weeks. In the meantime his business is being conducted by his son and other members of the family. He has our best wishes for quick and speedy recovery.

JOHN WATSON SPEAKS

John Watson, Secretary of the American Association of Nurserymen, addressed the convention of the Agricultural Editors' Association in Chicago, April 6, on "Keeping the Boys on the Farm by Making Rural Homes Attractive." Mr. Watson told of the educational publicity work being done by the Association and outlined the standardization program under way. It is significant that the activities of the Association should have attracted attention that brought an invitation to have the Association's Secretary take part in the program of a convention of Editors of Farm Papers.

CHICAGO FLORIST'S CLUB.

The program arranged for the last meeting April 8, brought out a very enthusiastic attendance, but considering the elegant program which was provided, combined with the untiring efforts put forth by the officers of this organization, the number present should have been by far greater and those who failed to attend may well have reasons to regret it.

The following candidates were elected to membership: Charles M. McCauley, Grower, Geneva, Illinois; Wm. Langhout, Seedsman, 172 North Wabash avenue, Chicago; Lorenz P. Geiger, Plantsman, 4905 Quincy street, Chicago; Edward Clody, Retail Florist, 3912 North Clark street, Chicago; Geo. Wienhoeber, Retail Florist, 41 South Wabash avenue, Chicago; A. Hall, Retail Florists, 4700 Sheridan road, Chicago; H. E. Bruns, Retail Florist, 3040 West Madison street, Chicago; Fred Stielow, Grower, Niles Center, Illinois; C. Clemensen, Retail Florist, 7801 Exchange avenue, Chicago; Nick Damm, Jr., Grower, Morton Grove, Illinois; James R. Paul, Landscape Gardener, 1112 Lawrence avenue, Chicago; Ernst Weiss, Grower, Elmhurst, Illinois.

Nominations for membership were as follows: Eric Paselk, Office Manager; Poehlmann Bros. Co., Morton Grove, Illinois; L. A. Woodward, Sales Engineer, Lord & Burnham Co., Chicago.

Chairman French announced on behalf of the Good-of-the Club Committee that they have made plans to hold a May Dance and Ladies' Night some time during the month of May. There will be dancing and entertainment. In the meantime, further announcement will be coming through the Trade Press.

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honored the club with his presence, bringing with him a cut bloom of his new red rose—a red sport of Columbia—which first set in appearance in 1918. Mr. Hill responded with an interesting and witty speech. Many favorable comments were registered in favor of the new red rose and it was a treat to see and hear about Hill's new Red Columbia which is considered a winner.

Joseph Kohout, President of the Commercial Flower Growers of Chicago, presented a very remarkable message on the promotion of the growers' interests. A rising vote of thanks was extended to Mr. Kohout.

Chairman Morton reported the completion of all arrangements for an active campaign to encourage more home gardening.

Printed material will be ready for

mailing second week in April. The club members will be placed on the mailing list so they too will receive the literature.

Our Treasurer, Paul E. Weiss, who is also closely identified with the coal business, has given us some pertinent facts relating to the coal industry.

The special attraction of the evening was the presentation of the two reel cinema "Wonderland under Glass" by the American Greenhouse Company of Chicago. This interesting and instructive movie was shown here for the first time in this country. The audience was more than delighted—it was a wonderful picture.

Many types of greenhouses were reproduced on the screen including exterior and interior views of large and small commercial establishments and finally the reel was completed showing an actual scene in a modern retail flower store with greenhouses attached

to same. The reel at its final turn announced the national slogan "Say it with Flowers".

A rising vote of thanks was extended to the American Greenhouse Company. Owing to the small attendance, Mr. P. L. McKee, president was requested to allow the Chicago Florists' Club to again present "Wonderland under Glass" at our May meeting and he kindly consented to do so. Tickets free of cost will be issued for this occasion. Please make reservation immediately.

President Waters announced that the Elks' National Convention will be held in Chicago July 5 to 10 and it is estimated that this convention will bring over a quarter of a million visitors to our city. The Elks are planning to furnish 5,000 to 10,000 corsage bouquets during their convention and growers, as well as retailers, therefore should prepare for this occasion. Mr. Waters also reminded us that the National Republican Convention which is also to be held in Chicago in June should stimulate an enormous demand for flowers and as a reminder it is well that our growers and retailers make preparations early.

The next regular meeting of the Chicago Florists' Club takes place Thursday, May 6th, at the Randolph Hotel at 8 p. m.

F. LAUTENSCHLAGER, Secy.
Secretary.

GENERAL NEWS NOTES.

The next outdoor show of the Portland, Oregon, Rose Society will be held June 21-23. A large exhibit will be staged.

The Amawalk Nursery, of Eddyville, N. C., have reorganized, and are now capitalized at \$140,000.

John W. Baker Nursery Co., Higginson, Ark., have recently acquired 110 acres of land south of Searcy, and will establish a complete modern nursery. J. V. Smith, Sherman, Tex., will have charge of the planting. The officers of the company are John W. Baker, president; C. E. Yingling, vice-president; R. E. Baker, secretary-treasurer.

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THE ROSE ANNUAL FOR 1920.

It Contains a Feast of Information for
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In giving to the rose enthusiasts of this country such a book as the American Rose Annual for 1920, the American Rose Society is doing a great service. And certainly the editor, Mr. J. Horace McFarland is deserving all the kind things which are being said about him in connection with this volume. Perhaps it would not be right to say that this issue is better than that of any previous year, but it covers a somewhat wider latitude, and should interest every rose grower, whether commercial or amateur.

A new feature is a collection of interesting rose notes, one of them being accompanied by an illustration which shows a charming plan for covering a four-post arch with the hybrid rugosa Conrad Ferdinand Meyer.

Special attention is given to the climbing roses, a fact that is justified by the great interest being shown in these roses at the present time and the attention which is being given them by such expert hybridizers as George C. Thomas, Jr., and Dr. W. Van Fleet. Incidentally it may be said that the Annual contains a remarkably good full page cut of the latter.

Dr. Van Fleet's rose breeding notes will be read with the keenest interest by all who have followed his work.

Rose growers have been right in expecting much from Mr. Thomas, and his article will meet their expectations. It has to do largely with the production of a hardy ever-blooming climber, the kind of rose for which a great army of amateurs have been waiting.

The book contains several splendid illustrations of Mr. Thomas' rose, several of them in color. The illustration of the Dr. Huey rose is especially fine.

Articles of special importance to those who grow roses in a large way are those of William P. Bentz on "A Five-Years' Experience with Old Roots vs. Budded Roses," Jesse A. Currey's "New Roses Scientifically Tested," and C. J. Weigel's "A Serious Menace to Greenhouse Roses."

There is a list of new roses in Great Britain as well as of American roses, with more or less full descriptions, as well as much other exceedingly valuable and important information. Altogether this year's Annual is one which no rose grower can afford to miss.

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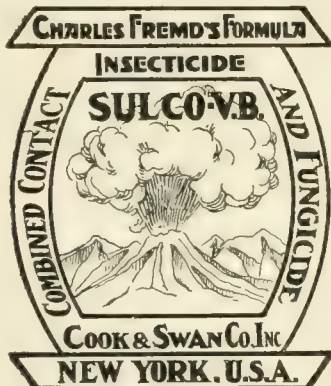
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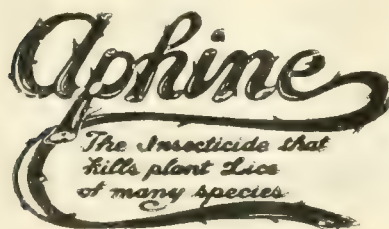
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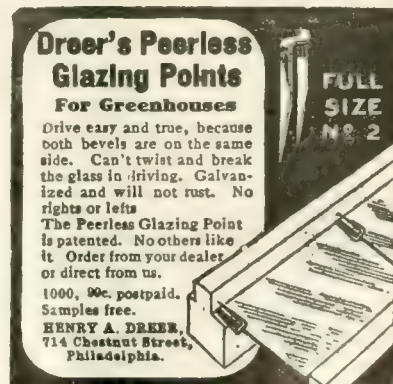
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This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices. The author has spared neither time nor expense in gathering his photographs, each one of which tells its story.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Mature Trees and Odd Methods of Pruning and Training, Rejuvenating Neglected Trees and Practical Tree Surgery.

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By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of HORTICULTURE at publisher's price, \$2.00.

HORTICULTURE PUBLISHING CO.

78 Devonshire Street

Boston, Mass.

HORTICULTURE

Vol. XXXI

APRIL 24, 1920

No. 17

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



RUSSELL

As the warmer weather comes on Russell is THE rose that will ship and carry as well if not better than any rose we have commercially.

Our growers are cutting freely all lengths and of really wonderful quality.

Special,	\$25.00
Fancy	20.00
Extra	15.00
First	10.00
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Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

Send for Price List

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The Wholesale Florists of Philadelphia

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1608-1620 Ludlow St.

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THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots.....\$3.00 per dozen, \$20.00 per 100
Extra fine specimens: 6-inch, \$1.00 each; 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

NEPHROLEPIS:		Each
Elegantissima, elegantissima compacta, 3½-inch.....		\$0.35
Muscosa, 3½ inch.....		.35
Muscosa, 5-inch75
Elegantissima and elegantissima compacta, 8-inch.....		2.00
Elegantissima and elegantissima compacta, 10-inch.....		4.00

Packing extra.

F. R. PIERSON, Tarrytown. N. Y.

CANNAS

Three inch pot plants ready for immediate shipment. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1000.

ALPHONSE BOUVIER
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VINCA VARIEGATA

Good, strong stock. The 3 and 4-inch are heavy stuff. 2-inch, \$2.75 per 100. 3-inch, \$3.75 per 100. 4-inch, \$12.50 per 100.

Alternantheras; Alyssum, Double Giant and Dwarf; Begonias; Lobelia, Crystal Palace Gem; Hardy English Ivy, assorted; Heliotrope; Vinca Variegata, all 2-inch, \$2.75 per 100, \$25.00 per 1000.

Send for Catalogue Cash With Orders

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WHITE MARSH, MARYLAND

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FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

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CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.
The CONARD & JONES CO.  **WEST GROVE PENN., U.S.A.**
Robert Pyle, Pres. Aristotle Winnow, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

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Gladioli and Dahlias

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Wenham, Mass.

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WHOLESALE AND RETAIL

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Improved Styles in Implements

Catalogue upon Application

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BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

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Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2-August 28
Write for Circular

SCHOOL OF HORTICULTURE

Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H.

Department

NATIONAL PUBLICITY CAMPAIGN.

A second time within a week or two we are pleased to note the progressiveness of Michigan florists. Albert G. Boehringer, treasurer of the Saginaw-Bay City Floricultural Society, writes: "The Saginaw-Bay City Floricultural Society, by a resolution, instructs me to write a cheque for \$25.00 and mail it to you as our subscription to the National Publicity Campaign for this year."

Doubtless, there are many other trade organizations in the country which could follow the example set by the two Michigan bodies.

The Slogan Billboard.

It is a splendid time now to install one of the "Say it with Flowers" billboards. Many a florist's establishment furnishes an ideal location for a board, and it might also serve to hide in a way an unsightly shed or outbuilding. These billboards are very attractive, painted in the official colors, and serve their purpose admirably. They are supplied at actual quantity cost, \$50 each, delivered—and are worth this amount for the material in them. A large number of these boards are now complete, and ready for immediate shipment. The Cleveland Florists' Club recently ordered 20 billboards, and they were shipped on the day the order was received. Many other clubs could use a similar quantity. It would be a great thing for our campaign if 500 of these signs distributed throughout the country were flashing to a million or more people daily our message, "Say it with Flowers."

Change of Quarters for Our Administration Offices.

Owing to lack of sufficient space for the requirements of our Administration Offices, the Society has taken larger quarters in the old Siegel-Cooper Building, 41-43 West 18th street, New York, and the offices will be located there on and after April 25. In the same building will be a concentration of wholesale florist interests, a concentration which has been the dream for years of many in the trade. Visitors to New York, who look over this new market—and, of course, all will do so—are cordially invited to call at our offices on the mezzanine floor. All the facilities of the offices are at their disposal, and mail and telegrams may be addressed there at any time. Our members will be made to

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

Send For Our Catalogue.

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

THE HOUSE OF KELWAY

Has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

GIGANTEUM & HARDY LILLIES

GLADIOLUS CANNAS

AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR

CHRYSANTHEMUMS

147-187 Linden Ave.

IRVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS

RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

For immediate shipment

Per 1000
COCOS WEDDELIANA Seeds.....\$8.00

ARECA LUTESCENS Seeds..... 4.75

ASPARAGUS PLUM. NANUS Seeds 2.50
(Special price for large quantities)

BAMBOO STAKES. Natural and Green in all sizes.

Write for prices stating your requirements.

McHUTCHISON & CO. 95 Chambers St.
NEW YORK

feel quite at home, as, indeed, they should be.

Mother's Day.

Any florist who has not received a broadside descriptive of the publicity helps for Mother's Day business should write for one to the Florists' Publicity Service Bureau of the S. A. F. and O. H., 431 South Dearborn street, Chicago.

The Campaign Fund.

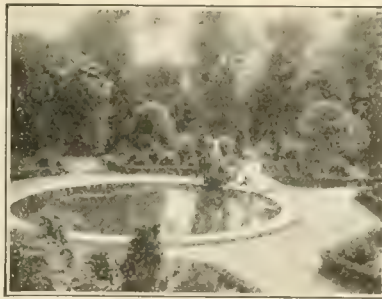
As far as can be learned, the florists throughout the country did an unusually large Easter business, resulting in greater profits to the trade. It might be expected that many of those who have not yet contributed to the Campaign Fund would now come across with the subscription so long anticipated from them. But it looks as though we may go on expecting. Expectancy is a bad habit. For years and years the florists have made expectancy the basis of operations. Now when we have an active movement to turn expectancy into actuality, most of those who are to benefit seem unwilling to support the fund that is making the change. They are not helping to help themselves. Our committee cannot pay our publicity bills with expectations. Why not help them toward materialization—send a cheque right away for any amount circumstances will permit, and it will be found to be a mighty good investment.

New Subscriptions.

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

Wm. Schumann, Newport, Ky., add'l	\$5.00
J. E. Matthewson, Sheboygan, Wis., add'l	5.00
S. S. Pennock & Co., 117 W. 28th St., N. Y. C., add'l	100.00
G. S. Ramsburg, Somersworth, N. H.	10.00
Jas. W. Riggs & Co., Three Rivers, Mich.	5.00
Dutch Bulb Growers, Sassenheim, Holland, 1 yr.	1,000.00
The Webster Greenhouses, Centralia, Ill., 1 yr.	10.00
Mauldin Flower Shop, Greenville, S. C.	20.00
Louis A. Kintzele, Denver Col.	5.00
George J. Jurgens, Northport, N. Y.	10.00
L. H. Butts, Wyomissing, Pa.	10.00
Saginaw Bay City Floricultural Society, Saginaw, Bay City Mich	25.00
	\$1,205.00
Previously reported	11,119.00
Total	\$12,324.00
JOHN YOUNG, Sec.	
1170 Broadway, New York City.	

Welch Bros. are enlarging the capacity of their store by equipping the basement for its shipping trade. The large refrigerating chambers are among the features. The additional room will give the firm an opportunity to expand its business.



Garden Bordered with Box-Barberry. Electro of this illustration Free with order of 1000 if requested.

BOX - BARBERRY

Well rooted dormant summer frame cuttings ready to set direct into the nursery without further expense.

\$65.00 per 1000

Many Leading Catalog Firms Will List Box-Barberry Next Season.

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.
New Haven, Conn.

SEND FOR TRADE BULLETIN.

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties

Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the **BAY STATE NURSERIES**
Wholesale and Retail **NORTH ABINGTON, MASS.**



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

Fottler, Fiske, Rawson Co.

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Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

GERANIUMS

2¹/₄ in. ————— 3 in. ————— 4 in.

Shipped in mixed lots only and include varieties

POITEVINE — NUTT — RICARD AND WHITE

Ready now. Order early.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

THE AMERICAN DAHLIA SOCIETY TRIAL GARDEN.

The trial garden of the American Dahlia Society will be conducted at the Connecticut Agricultural College, Storrs, Conn., in charge of Professor George W. Fraser again this season.

Dahlias will be entered by the raiser or introducer and the tubers may be sent by mail to Storrs, Conn., or by express to Williamantic, Conn., prepaid, until June 1. Plants up to June 25. The clumps will be returned at the end of the season if desired. Tubers and plants will be properly planted and taken care of throughout the season. The name of the raiser and introducer posted on the stake.

Many visitors from New York, Boston, and other points were at the garden last year making notes, and the attendance this year will probably be larger than ever.

A charge of \$1 is made for each variety entered. Not more than three tubers or plants of any one variety can be accepted. Flowers scoring 85 will be awarded the Society's certificate of merit, and the flowers exhibited at the Annual Dahlia Show of the Society.

All correspondence in reference to the trial garden should be addressed to Professor George W. Fraser, Storrs, Conn.

Barnard S. Myers, manager of the W. J. Palmer & Son greenhouses at Lancaster, N. Y., recently bought a greenhouse plant at Dansville and expected to go there. He had intended to go there, but has been induced to remain with the Palmer Co. The Dansville house will therefore be conducted by Mr. Myers' son, Leo. A. Myers, and the firm will be known as the B. S. Myers Floral Co.

NEW YORK FLORISTS CLUB.

President A. M. Henshaw has appointed C. H. Totty, W. H. Duckham, W. R. Pierson, A. L. Miller, Max Schling, F. H. Traendly, John Young, A. M. Henshaw as the Flower Show Committee. This committee will co-operate with a similar committee appointed by the Horticultural Society of New York and when this joint committee is organized will have full power to arrange for the Eighth International Flower Show to be held in the spring of 1921 and to carry out all details in connection with same.

JOHN YOUNG, Sec.

BOSTON.

Thomas F. Galvin, who has been seriously ill, is now on the high road to recovery. He was operated on at the Desprisy hospital in Brookline. Probably he will spend a few weeks at the seashore before resuming business.

The Boston Transcript publishes a very pleasant notice about Wax Bros in connection with their new location. It reads as follows:

"Wax Brothers, the florists, have taken a long lease of the entire building at 44 and 46 Temple place, to which they moved on March 1. Wax Brothers were formerly at 143 Tremont street. They started in the florist business thirty years ago at 20½ Temple place, known at that time as 'The Hole in the Wall,' where they had a space of 200 square feet. Business increased and in 1895 they were forced to move into larger quarters, occupying 600 square feet at 143 Tremont street. From there they moved to their present location, 44 Temple place, now occupying 2,000 square feet of floor space.

PERFUME IN PEONIES.

I think that some of the peony specialists are paying increased attention to the question of perfume in their favorite flowers, and I know that dahlia growers have often talked about the desirability of getting dahlias if possible which have a pleasant odor. In looking through the novel catalogue issued by Julius Roehrs Co., of Rutherford, N. J., under the title of The Ten-Ten, that ten annuals have been selected especially for fragrance. The list recommended includes Heliotrope, Mignonette, Stocks, Sand Verbena, annual Wallflower, Sweet Sultan, Evening Primrose, Cleome and Nicotiana. I am sure that many amateurs will be glad of a list of this character, although I seriously question the advisability of including Cleome, the giant Spiderplant. I consider this an excellent subject for garden use, especially for filling vacancies in hardy borders, but I have never considered its perfume at all pleasant. On the contrary, it has seemed at times rather objectionable, although it is not pungent enough to be noticeable far from the flowers. The old-fashioned lemon verbenas are an excellent plant not only for amateur but also for commercial growers. I know of one woman raising flowers for market who often includes the foliage in bouquets with very satisfactory results.

Although doubtfully hardy in the very north, *Deutzia gracilis* has come to be an exceedingly popular shrub in the United States; but the comments on its handling made by a writer in *Gardening Illustrated* might well be taken to heart here. The writer says that he has seldom found this *Deutzia* pruned in the right way, usually being dealt with too severely. E. F.

HORTICULTURE

Vol. XXXI

APRIL 24, 1920

No. 17

THE TALK OF THE TRADE

Mr. B. F. Letson, of Carbone's Flower Store in Boston, is making quite a reputation by his talks on artistic flower arrangement, in the course of which he illustrates the principles which he sets forth. Not long ago he talked at the home of Mrs. Robert F. Clark, in Boston, for the New England Branch of the Women's National Farm and Garden Association, and on April 14, he gave another demonstration lecture for the New York members of the association at the home of Mrs. J. W. Lancashire, New York City. Mr. Letson shows how to effectively arrange different varieties of flowers in holders of various kinds, and also gives demonstrations of first aid to wilted flowers. This is a good way for a florist to get his business advertised, and especially if he deals in pottery and vases of many kinds, as does Carbone. It seems as though it might be an excellent plan for the Florists' Association of Boston or the Gardeners' and Florists' Club to get Mr. Letson to give his lecture for them, possibly making it an open meeting and inviting the public. In this way all of the florists would be benefited. It is a matter of congratulation to find women's clubs and other organizations taking sufficient interest in flowers and flower arrangement to employ lecturers to give them the benefit of their skill and experience.

According to a Hartford, Conn., paper, Joseph McManus, of the firm of Spear & McManus, florists, has acquired the property at 240-242 Asylum street, the transaction involving, it is said, \$100,000. It is understood that the building is to be remodeled to meet the growing business of Spear & McManus, and that a conservatory is to be established on the second floor. Mr. McManus, in charge of the business, says that his shop is to be made one of the most attractive and best appointed in New England.

The extensive business being done by florists in all lines of the trade has

greatly increased the orders for supplies of many kinds. This applies even to thread, and the John C. Meyer Thread Co., of Lowell, Mass., has been having a big trade. The Meyer Green Florists' Threads have become an institution among the florists, having been used for at least 50 years. This is a concern which has always lived up to its reputation for making thread of full length and full strength, for which reason this thread is known to the trade the country over. The John C. Meyer Thread Works is a very busy place just at this time.

Everybody doing a bedding plant business must at this time have on his mind the matter of Geraniums. As was predicted repeatedly since last fall, Geraniums are in short supply, and from present indications the retail price will run close to 35c. each for well grown 4-inch stock. Four-inch plants are selling at an average of 20c. each, and there are not too many around. The one variety which is in heaviest supply is S. A. Nutt, but there is no doubt that every one offered will be picked up quickly. Poitevine

and Ricard are very short, and 2½-inch stock now, even if it is late, is very good value as they can be worked into 3½-inch pots for early June and bring just as much as some of the early 4-inch stock.

Speaking of bedding plants, it is only fair to say that all stock in that line is moving well. There is a big demand and the indications point to a spring business never before equalled. Fuchsias, Petunias, Heliotrope, Salvia, Ageratum and stock of this character is in fair supply and looking around at the different ranges of glass, particularly those who do their own retail business, I find excellent quality. Of course everybody is planning on a good Memorial Day trade, and I hope that the expectations of all are realized. There is a mighty fine lot of cut flowers that will be available for that day. Indoor Gladioli will be coming along nicely at that time, and the retailers are all well pleased that they can figure on Lilies this season, something that was sadly missed last year. Ten weeks' stocks, Candytuft and Feverfew are also planted in large quantities, and while there will by no means be an oversupply, I feel sure



Good Example of Flower Arrangement

that there will be a liberal quantity offered and taken up at good prices.

It isn't too early to be thinking about Christmas plants, and I have noticed one plant in particular that is surely going to be in short supply for this coming Christmas; that is the Begonias, such as Cincinnati and Melior. Stock in 2½-inch size for June 1st delivery is hard to find. The price is high and every grower who has any stock at all will do well to keep it coming along in as good condition as possible and propagate from the tops as soon as this can be done without injuring the stock.

As to Cyclamen, I think there will be a normal quantity. There is a lot of excellently grown early stock, and there probably is no plant that is more generally useful and satisfactory than the Cyclamen for holiday trade.

I understand that Mr. Strout's new yellow Carnation, Maine Sunshine, has had a wonderful advance sale, and Mr. Strout is making all preparations for the introduction of this Carnation the coming season. Everyone knows that whatever he does is done well, so we feel sure of getting good stock and in good time of delivery. I understand that Mr. Strout is building a new house to assist him in disseminating Maine Sunshine.

There is no question that this is a grand Carnation. It is a true yellow, deep enough so that it shows up well even under artificial light; the habit of growth is all that can be asked for, and form, shape and keeping qualities are of the best. When I think of the different varieties of yellow we have had in the past, I can think of none that ever showed up anywhere near

to the class of Maine Sunshine, and unlike most of the yellow sorts, this variety has a good rugged constitution.

Another Carnation of promise for the coming year is Hope Henshaw, to be introduced by A. N. Pierson, Inc. If I understand correctly, stock of this variety will be somewhat limited. This is a pink, somewhat like Ward in shade, and has been tried out by several growers besides A. N. Pierson, Inc. They all report it of good habit and productiveness, and I feel sure from what I have seen of it that it is a good keeper.

It isn't too early to think of ordering new Carnations for next season. The grower who gets his order in early is going to benefit by good delivery, and the way these two varieties above mentioned are selling, it would be advisable to get orders in right away. While there will be plenty of cuttings to go around, those that are not ordered until next December or January will have to come from late lots.

THE MARKET.

This has been undoubtedly a buyers' week; in other words, stock has been so plentiful that it could be obtained at about any reasonable price. This has been the condition not only in Boston but in Philadelphia and other markets. In many cases, too, difficulties have been increased because of transportation troubles. Inability to move stock has caused an overplus of nearly everything all along the line, although this has been more noticeable perhaps in Philadelphia and New York than in Boston.

For the first three days prices were on the downward trend in most markets, but during the latter part of the week there has been a vigorous effort to stabilize conditions. In many instances growers have held back their stock in order that the market might be cleared up. On the whole, conditions are more favorable for the week to come. Actual prices are very much the same as last week, and the markets are remarkably uniform throughout the country.

Roses are quoted at from \$4 to \$20, but may be bought for less. This is also true of carnations with quotations at \$4 to \$6. Salesmen would like to get \$20 for callas but often take \$12, and while quotations for lilies are from \$15 to \$20 in Pittsburgh, it is a fact that in New York they have been selling at from \$6 to \$12. Sweet peas are fairly strong at 50c. and so are snapdragons at \$6 to \$8. Gardenias are not very plentiful, but are selling in New York at from \$4 to \$20, there

ROSES

OWN ROOT

20,000 RUSSELL 2½ inch plants from 2 and 3 Eye Cuttings.

Excellent Condition Now.

\$22.00 per 100, \$190.00 per 1000.

10,000 AMERICAN BEAUTIES, 2½ inch.

EXTRA STRONG PLANTS.

Ready Now.

\$20.00 per 100, \$190.00 per 1000.

The above varieties are scarce; better order now.

Also 1,000 extra fine three inch CORNELIA, for immediate delivery. The lot for \$325.00. Better wire if can use.

Write for Complete List of Roses.

C. U. LIGGIT

Wholesale Plantsman

Bulletin Building PHILADELPHIA

PANSIES

READY NOW

200,000 Fall Transplanted Pansies in Bud and Bloom

Superb strain, \$2.25 per 100, \$20.00 per 1,000. A few thousand extra large at \$3.00 per 100, \$25.00 per 1,000.

A trial order will convince you these are the best you ever had. You need them for your particular trade.

Forget-me-nots, \$5.00 per 100.

Cash, Please

LEONARD COUSINS, JR.

Concord Junction

Massachusetts

being a great difference in quality. Tulips are selling readily but not above \$6. Violets have made little progress, in fact do not sell in many places at enough to show a profit.

FLORISTS UNITE IN ACTION CLOSING SHOPS SUNDAYS.

For the first time in years, fourteen of the leading florists' shops of Washington were closed last Sunday. Realizing that the observance of Sunday as a day of rest or worship is necessary to the health of all workers, the florists last week decided to remain closed on the Sabbath in the future.

Representative florists and their employees attended services at Foundry Methodist Episcopal Church last Sunday, and a sermon on Sunday observance was preached.

William F. Gude, of the firm of Gude Brothers Co., is explaining the action of the florists, said that those in Washington feel their employees are entitled to one rest day a week.

The florists who observed the "closed" Sunday are: Z. D. Blackstone, George H. Cooke, Dupont Flower Shop, Gude Bros. Co., Stanley H. Holland, Louis E. Hoover, F. F. Leapley, Louise Flower Shop, Marche & Co., Leo Niessen Co., O. A. C. Oehmler, S. S. Pennock Co., J. H. Small & Sons and Washington Floral Co.—*Washington Post*.

Pachysandra terminalis

2 year old plants,

\$12.00 per 100, \$100.00 per 1000

Euonymus radicans

3 year old plants

\$12.00 per 100, \$100.00 per 1000

JAMES WHEELER

NATICK, MASS.

ADMINISTRATION OFFICES

Society of American Florists

— and —

ORNAMENTAL HORTICULTURISTS

NOTICE OF REMOVAL

The amount of business in the administration offices has increased to such an extent that we have been compelled to seek larger quarters. We have secured offices containing about 1,600 square feet of space in the former *Siegel-Cooper Building, 41-43 West 18th Street*, and will be located there on and after APRIL 26.

The Thirty-Sixth Annual Convention and Trade Exhibition
will be held in the Ninth Garage, Cleveland, O., August 17-18-19. Floor plans and diagrams showing available trade space are now ready. This Convention and Trade Exhibition should break all records in the history of the Society. You cannot afford to miss it. Make your plans now to be present.

ARE YOU A MEMBER ?

IT SHOULD BE THE DUTY OF EVERYONE IN THE TRADE TO BE ENROLLED

At present our membership consists of 1,550 life and 1,617 annual members, a total of 3,167 of the leading progressive florists of the United States and Canada. It is expected this number will be increased to 5,000 by December 31. Five dollars will pay your dues to January 1, 1921. Fifty cents of this amount pays a year's subscription to the "Journal" of the Society. If you haven't seen this Journal send for a sample copy.

Do not delay in this important matter. Send in your check at once, and become a member of the national organization that is doing so much important work for the florists' trade in general.

THE PUBLICITY CAMPAIGN

Have you subscribed to the fund which is making this campaign productive of so much good to the florist industry? If not, why not do so at once—it would be the best investment you ever made.

JOHN YOUNG, Secretary

NOTE NEW ADDRESS

41-43 WEST 18th STREET, NEW YORK

HORTICULTURE

Established by William J. Stewart in 1904

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No. 17

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To comply with a new Post Office requirement, when writing to HORTICULTURE, please use the following form:

HORTICULTURE, 78 Devonshire Street, Boston 9, Mass.

The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

It is unfortunate that there seems to have been some misunderstanding about the nature and backing of the National Garden Bureau, which is being carried on under the direction of American Seed Trade Association. In a recent number of The Seed World, of Chicago, this matter is taken up in some detail. As The Seed World has been largely instrumental in promoting the bureau, it probably speaks with authority. The statement is made that erroneous reports have been circulated which would discredit the bureau or question its intimate connection with the Seed Trade Association. Of course the bureau is new, having been started only last fall, and has not yet created any great stir. It has had no such support in its publicity work as the S. A. F. or even the National Nurserymen.

At the same time many contributions have been received from large seed concerns, and during the present spring the bureau's press service has sent out numerous articles to the newspapers which are calculated to encourage garden making, the buying of seeds, and the use of seeds in such a way as to prevent waste. The articles are on such subjects as "Wrinkled Peas and Pea Wrinkles," "Growing Backyard Bermudas," "A Flower Bordered Walk," and "When the Soil is Ready to Work." It was decided to concentrate on the press service because that was the quickest way to get results. It is claimed that this service has helped to prevent a disastrous slump in garden interest, something to be deplored this year when

a shortage of farm crops will make home garden products of unusual value.

Mr. Leonard Vaughan is chairman of the National Garden Bureau, and his address is 31 West Randolph St., Chicago. The general committee consists of Mr. Vaughan, A. M. Eldridge, of the Henry Field Seed Co., Shenandoah, Ia., and David Burpee, of W. Atlee Burpee Co., Philadelphia. The next convention of the American Seed Trade Association will be held June 22-24, at the Hotel Pfister, Milwaukee, and probably this matter will receive considerable attention then.

For the past year or two the National Nurserymen's Association has been sending articles on planting and improving the home grounds to a long list of newspapers throughout the country, and has found the papers glad to use the information obtained in this way. Naturally it has helped to promote the sale of nursery stock and increase the interest of the public in the ornamentation of the home grounds. It would seem as though the ultimate of all this publicity work would be some sort of unified effort by which all of the various organizations might carry on a concerted campaign. In this way there would be no overlapping, the papers would not feel that they were being worked, and the industries concerned would be permanently benefited. Properly this work should be carried into the winter so that home makers would be informed about the best uses of cut flowers, the care of cut flowers in the home, and the growing of potted plants indoors.

Of late years Mothers' Day has not aroused much Mothers' enthusiasm in the eastern states. It seems

Day to have brought the florists considerable business in the central parts of the country and in the west, but has not had much effect on the trade in New England and along the Atlantic coast. Past experiences seem to show that the public is ready to respond to a Mothers' Day appeal, and that the sale of flowers can be greatly augmented on that day, with a little special advertising in advance. The S. A. F. is making a special effort to arouse interest in Mothers' Day this year, and it is to be hoped that the florists will give their support. It isn't so much the nature of the occasion that counts, as the fact that an opportunity is given to encourage the use of flowers for a specific purpose. It is simply forging one more link in the chain of publicity, and so helps to brighten the lives of thousands of people, as well as assisting in building up the florists trade at a season when it naturally runs rather light

Nurserymen have been having difficulties not a few the past season. Reports now coming in show that a vast amount of damage to stock in the fields was done by

mice. Thousands of trees have been girdled and ruined. In many instances the snow was so deep that the mice were able to reach the overhanging branches as well. It is reported that in some nurseries in New England and New York state nearly half the deciduous trees have been ruined. This includes ornamental and fruit trees. This is a serious matter this season when stock is short anyway. Then during the past few weeks it has been almost impossible to make shipments over a large part of the country owing to the railroad embargoes. More or less stock on the way has doubtless been ruined. In one way the lateness of the spring has been fortunate for it will prolong the planting season and probably much work can be done even yet. Altogether, though, the situation has not been one to rejoice the hearts of nurserymen.

George Watson's Corner

"You in your small corner and me
in mine."

E. Gurney Hill of Richmond, Indiana, passed through our midst on the 14th inst. on his way to Washington. He wants Uncle Sam to find out who swiped his importation of new roses at the docks in Manhattan. Lots of other things go-a-missing there besides new roses. Even bags of fancy grass seeds disappear in the most unaccountable way. As for silks and other high toned merchandise, that is an old story. A bunch of sleuths of the real Sherlock Holmes calibre seem to be badly needed these days—especially around the wharves and railroad terminals.

Miss Elsie M. Thoires, daughter of James M. Thoires, the Camden florist, was married to LeGrand Roberts on the 14th inst. at the home of her parents, Oaklyn, N. J. The groom has been a business partner of Mr. Thoires for some time past, and this closer union meets with the acclaim and good wishes of their hosts of friends.

Miss Elise G. Luck was married on the 15th inst to Charles F. Pennock oldest son of Samuel S. Pennock, the Philadelphia wholesale florist. The ceremony took place at the Calvary Episcopal church, Germantown. The groom is in the wool business, but is well known to many in the floral line. His younger brother, Samuel came down from Cornell to act as best man.

How's this for an ingenious diagnosis of the little game of hybridizing and raising new varieties as explained by a Fleur de Lis expert in the March 27 issue of the London Weekly "Gardening Illustrated."

"Iris Ciengalliti is small and dwarf, real drawbacks and I have not found its so-called neat and compact habit was dominant though frequent in the progeny. It is part of the fascination of the game that an apparently stupid parentage may upon occasion give really fine things. The crux of the matter lies in genetic selection based on what may be called experience, plus intuition and as the inheritance of gaulities in this seems to depend on the quantitative effect of duplicating and complex factors not subject to simple interpretation the formation of rules is as yet impractical"

PLEASE YOUR CUSTOMERS by furnishing them with Framingham Evergreens, Trees, Shrubs and Roses

FRAMINGHAM NURSERIES

Framingham, Mass.

We Have on Hand the Largest Stock of

BOXWOOD

All Shapes

RHODODENDRONS

Parsons' Hardy American Seedlings

1,000 BAY TREES All Sizes

MONTROSE NURSERIES

N. F. McCARTHY CO., Props.

Nurseries: "MONTROSE"
Wakefield Center, Mass.

Office and Salesroom: 112 Arch St.
BOSTON, MASS.

Now you know all about it. The daddy Fleur de Lis may be a stupid idiot (apparently), but if the mammy Fleur de Lis at the other end of the pole be all right a real wonder may result. Raising new varieties of Iris must be a fascinating game and those who are intent on it are little worried by the lesser affairs of life. Maybe our illustrious friend Boies Penrose is taking a whirl at it just now, that he is keeping so quiet in his bungalow in South Broad street. At any rate he says nothing as yet as to who shall be our next president and we all want to know that. As Boies lives in the good old Quaker City where the "quantitative effect of duplicating"—from yellow dogs to gravestones—has long been a fine art, he has a big advantage over all his fellow enthusiasts. Mutualistic symbiosis is the great principle to follow, but one must have just the right quality of the intuitive faculty in his composition if he is to avoid the grave danger of antagonistic symbiosis so easily developed among extremists at both ends of the line.

DETROIT GROWERS' EFFORT FOR PUBLICITY.

Gentlemen:

The writer, on invitation, attended a "Better Business" meeting of the Detroit Florists' Club in that city on Tuesday evening at 8 p. m., at the Statler Hotel. Co-Operative Publicity and the new proposed National Growers' Association were the topics under discussion. It was a very enthusiastic meeting and every man signed up for a Co-operative Publicity fund on the percentage plan. Mr. S. V. Swenson of Chicago was also present and spoke on the Chicago plan and progress of

THE GREATEST MARKET STRAWBERRY

HOWARD'S No. 17

MORE DOLLARS—are made in growing this Wonderful Staminate Variety than any other.

YIELDS—at the rate of 15,000 quarts per acre.

PLANTS—very vigorous with perfect foliage.

BERRIES—are large, firm, very beautiful and delicious.

SEASON—very early to late.

A STRAWBERRY—without a fault, that will solve the variety question for both home use and market.

THIS ACQUISITION—was produced after thirty years of Scientific Plant Breeding, and after 25,000 Seedlings had been originated.

PRICE for 25 plants, \$1.50; 50, \$2.50; 100 \$3.50; 250, \$7.50. Postpaid.

ADDRESS the ORIGINATORS and get the genuine.

A. B. HOWARD & SON
Belchertown, Mass.

publicity. The growers present decided to call a meeting in the near future for the purpose of organizing a Growers' Local Association.

There will also be a gathering of growers at the St. Nicholas Hotel in Springfield, Ill., on Tuesday, April 20, at 12.30 p. m. for the purpose of organizing a down-state Local Growers Association, to which all flower growers in the state outside of Chicago are invited.

We are meeting with great success everywhere, and the growers are anxious to unite for Better Business Methods.

Yours truly,

J. F. AMMANN.

Penn.
The Florist

"The Telegraph Florist"

Member of Florists' Telegraph Delivery

**124 TREMONT ST.
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H. F. A. LANGE

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Delivers to all Points in New
England

150,000 Square Feet of Glass

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WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.
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Providence, Rhode Island

Johnston Brothers
LEADING FLORISTS

38 Dorrance Street
Member Florists' Telegraph Delivery

Quality and Reliability
WARBURTON

FALL RIVER, MASS.

Deliveries of Flowers and Plants
in FALL RIVER and contiguous
territory.

The Beacon Florist
7 Beacon Street, **BOSTON**
Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass.

**Flowers Under
Glass**

Keep careful watch of all your stock in frames. Otherwise you may lose some of it. This stock will need plenty of ventilation, especially in the morning, before the weather gets warm. In the afternoon, though, it is important to shut down the frames in time to keep plenty of warm air confined in them through the night. When real warm weather comes the frames can be removed altogether.

If you have any Ericas which were not disposed of this season, you should cut them in just enough now to shape them well. Good robust Ericas can be given a pot one size larger, but any specimens which look weak are better re-potted into pots of the same size, as they will then have a better opportunity to recover their wonted vigor. Ericas like a potting soil composed of fibrous peat and loam, with one-third of silver sand. Loosen the ball of earth with a pointed stick and shake off the outer soil. Then if you find the ball which remains to be dry immerse it in a tub of water for a short time. In potting up the plants avoid getting them into the earth too deep. It's better to err on the other side if you make any mistake at all. It is important that the soil be well firmed around the roots and the drainage must be perfect. The summer treatment consists of sinking the plants out of doors into some loose material like hay or leaves up to their rims. A place which is somewhat sheltered from the hot sun is most desirable.

Regular attention must be given to bedding stock which is being propagated, either from seeds or cuttings. If you have geraniums that were shifted into four-inch pots a few weeks ago they will need spacing. Cannas in flats should be lifted and potted if the work has not been done already. A four-inch pot is large enough. Caladium esculentum will need five-inch pots. When transplanting asters from one flat to another be sure to set them down to the seed leaf and have at least an inch between them.

Orchids from now on will require shade enough to reduce the temperature and yet without excluding too much light. The Brazilian orchids like an abundance of diffused sunlight, and there is danger of giving too much

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National Florist for Taunton and Vicinity



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FLOWERS The Best at
The Lowest

The Largest Popular Price House in
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136 So. 52nd Street, Philadelphia.
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the F. T. D. must be accompanied by
remittance.

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SONS**

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DETROIT, MICH.

**Artistic Designs - - -
High Grade Cut Blooms**

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.
Members Florists' Telegraph Delivery
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FOR

KANSAS CITY

Transfer Your Orders to

SAMUEL MURRAY

1017 Grand Avenue

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DARDS FLOWER SERVICE

has spent GUARANTEED SATISFACTION for nearly FIFTY YEARS.

Regular European sailings now established. Let us fill your orders for Steamer Flower Baskets, Corsages and Artistic Boxes of Our Flowers.

DARDS, Inc., Florist,
341 Madison Ave., New York

S. A. ANDERSON

440 Main St., Buffalo, N. Y.

ANDERSON service means fresh, sturdy stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.

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HESS & SWOBODA FLORISTS

Telephones 1801 and L 1808

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OMAHA, NEB.

THE KNOBLE BROTHERS CO.

Flowers and Nursery Products

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We are well equipped to handle your orders.

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THE SMITH & FETTERS CO

735 Euclid Avenue

CLEVELAND, OHIO

Flowers of Every Kind in Season

PHILADELPHIA

CHAS. H. GRAKELOW F. T. D.

Everything in Flowers

Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.

E. P. NEIMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER, COLORADO

IN THE

National Capitol

at your service to deliver Flowers or Designs on Order by Telegraph or otherwise. Prompt Reliable Service.

GEORGE H. COOKE

Connecticut Ave. and L St.
WASHINGTON, D. C.

shade to the Miltonias. As one florist has well described it: "A light clouded streak over the glass is a plenty at this season." Cattleyas in flower should go into a cool, well shaded house. For them rolling lath blinds are much better than white-wash.

TREATMENT OF LILIES.

There are plenty of garden makers, and not all amateurs either, who believe that the stems of lilies should never be removed after the blooming season until the foliage has dried off. They take the grounds that the gradual ripening of the foliage is necessary to the formation of the flowers for the following season. This theory is true enough as it applies to hard bulbs, like tulips, hyacinths or narcissi, but lily bulbs are soft and entirely different in their character. The facts in the matter are set forth concisely by Mr. A. Grove in the Gardener's Chronicle, where he takes issue with another writer who has been advising his readers never to remove the top growth of Lillium auratum before it had dried. Writes Mr. Grove: "Often by accident but more often of set purpose have I broken off the stems of lilies in every stage of their development and have yet to notice any diminution in stature or wealth of bloom in the succeeding season."

He then goes on to tell of a particular plant of Lillium Hansonii which for four successive years had to submit to decapitation when less than half its normal growth had been completed. In the fifth year it was allowed to grow unchecked, and signalized the occasion by flowering more profusely than ever before. Then in finishing his argument he writes:

"There are probably few growers of lilies who at one time or another have not had to regret the loss of a fine lily stem, felled by a marauding slug, chopped up to make a succulent salad for hare or coney, or broken off short by some canine friend in pursuit of an alien cat, but the only result will have been to add to the vigor of the bulb."

"SAY IT WITH FLOWERS"



Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

CLEVELAND

A. GRAHAM & SON

5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

DAVID CLARKE'S SONS

Deliver orders from any part of the country to

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Write or Telegraph

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KOTTMILLER, Florist

426 Madison Ave. and 49th St., New York. Also Vanderbilt Hotel

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Out-of-town Orders Solicited. Location Central. Personal Attention.

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G. E. M. STUMPP

761 Fifth Ave.

NEW YORK CITY

Member Florists' Telegraph Delivery Asso.

NEW YORK, N. Y. Member
1062 Madison Avenue F. T. D.

ADOLPH MEYER

'Phone Lenox 2352

Flowers delivered promptly in Greater New York City and Neighboring States

THE J. M. GASSER COMPANY,

CLEVELAND

Euclid Avenue

The Far-Famed Flowers of

TORONTO

Delivered on mail or telegraph order for any occasion, in any part of the Dominion.

JOHN H. DUNLOP

8-10 West Adelaide St. - TORONTO, ONT.

When writing to advertisers kindly mention HORTICULTURE

WINDOW DISPLAYS AT NIGHT.

Lighting Which Gives the Best Effects to Attract Trade.

City florists have an excellent opportunity to obtain considerable good advertising by means of well lighted windows. This matter is discussed very intelligently and at considerable length by Robert Falconer in The Seed World. In part he says:

"The sales value of show windows is usually greatest at night. This is the case because at night people have more leisure. They have the time to stop and look at the window. In addition, the streets are comparatively dark and there are not so many other things to attract their attention. If the windows are well lighted, the attention is concentrated upon the display.

"The prime essential of window selling is good lighting. Unless the windows are well lighted at night, and sometimes even in the daytime, people will not be able to see the display distinctly. Now, good window lighting is exactly the same as good stage lighting. The window that has a complete lighting system has all the different lighting units that are used on the stage. To have a lighting outfit that will make possible the displays that will always attract attention and result in the maximum number of sales, the average sized window must have the following lights: There must be lights at the front top of the window which serve the same purpose as the drop lights in the theatre. It must have lights along the floor of the window close up to the window glass which should be installed much after the manner of and will serve the same purpose as the footlights in the theatre. In addition, there should be a couple of spotlights.

"Stores today have failed to realize the full value and the real economy of spotlights. The spotlights should be located in the front corners of the windows and at a height a little distance above the level of the heads of the people looking into the window. If they are located too high, the best results cannot be secured, and if they are located too low, they will attract too much attention themselves. Each of these sets of lights should be equipped with color screens of different colors.

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye)....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
Farquhar's Giant Red	1.75		

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; 1/4 oz., \$2.00			
LOBELIA. Farquhar's Dark Blue, Dwarf.....	1/4 oz., \$0.85; 1/2 oz., \$1.50		
PETUNIA. Farquhar's Ruffled Giants Mixed.....	1/16 oz., \$4.00		
SALVIA SPLENDENS BONFIRE	1/4 oz., \$1.00; oz., \$3.75		
SALVIA SPLENDENS COMPACTA	1/4 oz., \$1.00; oz., \$3.50		
SALVIA SPLENDENS	1/4 oz., \$0.75; oz., \$2.25		
SALVIA ZURICH	1/4 oz., \$1.50		
VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00			
VERBENA. Farquhar's Mammoth Hybrids Mixed, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00			
VINCA. Bright Rose, White with rose eye, Pure White.....	1/4 oz., \$0.50; oz., \$1.75		

R. & J. FARQUHAR COMPANY

BOSTON, MASS.

STUMPP & WALTER CO.

Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

Bolgioano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A
CENTURY

Special Price List to Florists and Market
Gardeners. Write for a copy at once—it
will save you money.

J. BOLGIOANO & SON
BALTIMORE, MARYLAND

EVERYTHING IN CUTTINGS AND
SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

ROMAN J. IRWIN
IMPORTER

321 6th Ave. NEW YORK

GARDEN SEED

BEEF, CARROT, PARSNIP, RADISH and
GARDEN PEA SEED in variety; also other
items of the short crop of this past season
as well as a full line of Garden Seeds, will
be quoted you upon application to

S. D. WOODRUFF & SONS
82 Day St., NEW YORK and ORANGE CONN.

SEEDS, BULBS, PLANTS

JOSEPH BRECK & SONS, CORP.

47-49 North Market Street
BOSTON, MASS.

W. E. MARSHALL & CO.

SEEDS, PLANTS AND BULBS

Horticultural Sundries

166 W. 23rd St., NEW YORK

Method of Installation.

"One row of ceiling lights is all that is necessary. They should be equipped with reflectors or troughs that will throw the light upon the front of the display and should be hidden from view of the people in the street by means of a valance or a painted sign across the top of the window glass. If the ceiling is higher than the top

of the window, some light will be saved by installing the row of lights at the top of the window sash. Provision should be made on the troughs or the reflectors for attaching color screens in order that the desired color of light can be obtained.

"The floor lights may be installed in much the same manner, except that the tops of the troughs or the reflectors

tors should not extend above the lower edge of the window. Provision should be made here also for the attaching of color screens. The spotlights should also be equipped with color screens. The most suitable screens for such lights are rotating disks fitted around the edge with transparent disks of different colors, and it may be wise to have these color disks geared to tiny motors which may be used to revolve the disks slowly, thus continually changing the colors and causing these changing colors to play in rainbow fashion upon the part of the display in the spotlight.

"Let us now look into some of the advantages of this complete system. The combination of ceiling and floor lights not only makes it possible to light the whole window display uniformly, but to do so with less expenditure for electric current. The closer the lights are to the thing to be lighted, the less light will be required. The floor lights are always much closer to the display than the ceiling lights, hence not only better lighting results, but less electric current is required.

Value of Colors

"The color screens serve to bring out the good features of the goods displayed in a manner that they could not be brought out without the use of color screens. Color screens also make it easy to secure the best possible results from anything else displayed in the window. The time is most certainly coming when retailers will no more think of trying to light their windows and not use color screens than they would of lighting the windows with candles.

"The spotlights may be used for many different purposes. One way in which they can be used is to feature some leader in the window. If something special is placed in the center of the window, the rest of the lights turned out or only left burning to light the window dimly and the spotlights are played upon this feature, anyone who has ever been to the theatre knows how this feature will stand out and how it will attract attention even from the other side of the street. The spotlights will bring many a person over to the window who would have passed by without noticing it had it not been for the spotlights. Two spotlights should almost always be used, because when all the light comes from one direction, the object will not be as well lighted as it is when the light comes from two different directions. In some cases, however, it may be an advantage to have the light all come from one direction in order that sharp shadows may be cast for the sake of contrast."

LILY BULBS FROM STORAGE

GIGANTEUM, RUBRUM, ALBUM, AURATUM MELPOMENE, LILY OF THE VALLEY

Careful storage, prompt express shipment on dates as arranged

THESE
READY
NOW

GLADIOLUS, TUBEROSES,
CANNAS, CALADIUMS

WRITE
FOR
PRICES

VAUGHAN'S SEED STORE

43 Barclay St., NEW YORK CITY 33 W. Randolph St., CHICAGO, ILL.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, CHEYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

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BOSTON, MASS.

FAMOUS WABAN ROSES

Grown and sold exclusively by

WABAN ROSE CONSERVATORIES

Roses at wholesale; shipped by express anywhere.

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GARDENERS' & FLORISTS' CLUB OF BOSTON.

The regular monthly meeting was held in Horticultural Hall on Tuesday evening, April 20th, with a moderate attendance. Three new members were elected.

The Club voted to hold their annual picnic in Cunningham Park, East Milton, about the usual time in July.

A collection of tulips by Walter H. Golby was awarded honorable mention.

The speaker of the evening was W. N. Craig, secretary, and his subject, "Seasonable Thoughts and Suggestions," proved most interesting and brought forth considerable discussion.

PRUNING.

The pruning of shrubs is really understood much better than that of pruning the climbing vines of different kinds. Knowledge is especially lacking among gardeners about the proper care of the several varieties of clematis, and a writer in Gardening Illustrated points out that different methods are required for different va-

rieties. The proper pruning is described as follows:

"In the case of Clematis montana, which flowers in spring on the shoots of the preceding year, any necessary pruning should be done directly the flowers are over. Clematis William Kennett flowers on the shoots of the same year, hence any pruning required may be done in early spring, before growth recommences. Clematis Jackmani may, if necessary, be cut back hard to quite plump buds in early spring." The same writer says, "Wistaria sinensis can be pruned during the summer. When the young shoots have made their growth, they may be pinched back to within two or three eyes of the base, in order to encourage the formation of flowering spurs." All the above plants will be benefited by a good watering occasionally, especially the first summer after planting.

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RAMBLING OBSERVATIONS OF A ROVING GARDENER

I am interested to see that Harlan P. Kelsey, of Salem, is putting out the beautiful Fraser fir, *Abies Fraseri*. This is a remarkably handsome tree from the highest peak of the Carolina mountains, and one which has shown itself well adapted for lawn specimens or for screens. Its leaves are dark green on the upper surface and blue underneath. The foliage is thick set and as the tree has a compact pyramidal habit, its general appearance is unusually trim and symmetrical. The fact is not always realized that the fir balsam, *Abies balsamea*, while a good looking tree as it grows in its native wilds in the central part of Maine, is almost worthless as a specimen tree in other parts of the country. It is certain to become leggy in a very short time, and seldom lives long. For that reason it is not worth the attention of nurserymen or planters.

Yet a good fir is a tree to be welcomed, and *Abies Fraseri* seems to meet the general requirements of garden work surprisingly well. Moreover, it seems perfectly at home in the south, thriving there in sections where few similar evergreens are at all successful. I know of only one other fir which can be recommended as highly for use in the eastern part of the United States, and that is the Japanese fir called *Abies homolepis* or *brachyphylla*. This Japanese, purple-coned tree is a gem, and its behavior in the Arnold Arboretum warrants its planting with perfect confidence anywhere in New England. It is pleasant to find that we are gradually getting together even a small collection of evergreens which are really worth giving a place on our larger estates.

Mr. Kelsey is also featuring the Carolina hemlock, *Tsuga carolinianum*, another native American evergreen of undoubted hardiness and many merits. It is a tree of which Professor Sargent says in a bulletin of the Arnold Arboretum: "The handsomest of the hemlocks which can be grown in Massachusetts and now one of the most beautiful trees in the Arboretum is a native of the South Appalachian mountains, *Tsuga carolinianum*." Mr. Kelsey calls it the queen of American evergreens, and I think perhaps he is justified in giving it that appellation, for its dense, dark foliage, semi-pendulous branches and general form give it unusual charm.

Mr. Kelsey gives it one specially good recommendation, which I presume is justified, when he says that it is much more adaptable to city atmospheres than its plainer sister, the Canadian hemlock, and that it will thrive in southern latitudes where the latter becomes thin, yellow and unsightly.

A recent number of the National Nurseryman contains a letter from Mr. Alexander MacLellan, of Newport, R. I., in which that well known gardener makes several statements which are worth passing along. Mr. MacLellan refers to a published article in regard to the Oriental Planetree and says: "It may surprise you as it did me that the Oriental Planetree has proved a failure in this section, both as a street tree and for any other purpose when submitted to a weather test such as was experienced in the winter of 1917-18. Whole rows of them were split open—the result being a dying back of the tops in the summer of 1918. In fact, some of the trees were killed back to the ground." Mr. MacLellan then goes on to say that maples in variety showed no ill effects under the same conditions, but then continues: "Sugar maples, it should

be said, do not do well planted near the ocean. Inland, nothing finer can be seen. A few miles is sufficient to make the difference between success and failure." Mr. MacLellan recommends the Norway maple for street planting in Newport, and says it is much to be preferred to the silver maple, which is good in its way only for immediate effects. The sycamore maple he calls good for temporary work, but says that they grow coarse with age.

I wonder if nursery men as a rule give as much attention as they should to the question of scent in flowers. The question has been taken up by an English trade paper, which thinks that nurserymen and seedsmen miss what would be a strong pull with many buyers because they neglect to dwell upon garden plants which appeal to the olfactory organs. The writer goes on to say: "Our carnation men might give more prominence to the matter of perfume than they do. The same remark applies to other things. The delicious scent of the Prince of Austria tulip and a few other sorts is often passed over, and in peonies some are highly favored with perfume while others are almost nasty." Tulips as a rule are not thought of as flowers of fragrance. Indeed a certain unpleasant odor has sometimes been quoted as detrimental to them. Years ago, for example, when the tulip craze was on in England and threatened the



Good Specimen of *Abies Fraseri*

supremacy of the rose as a national flower, an eminent divine wrote a strong philippic in which he said: "There is a flower, a tulip, which has engrafted the love and affection of most people into it. And what is a tulip? A well complexioned stench, an ill odor wrapped up in pleasant colors." Yet some of the modern Darwin tulips have a fragrance which is most wholesome and delicious. Probably the growers of olden days had nothing of the kind. The fact isn't always realized that some of the narcissi also have a delightful scent. One of them, known as White Lily, is especially notable in this respect, having a perfume which reminds one of the tuberose. Ordinarily plants which have passed maturity cease to have a pleasant perfume, but the English writer already quoted observes that this is far from being true in the case of the little tree known as Bird Cherry, *Cerasus padus*. He says that the dying leaves of this tree give off a most delicious fragrance which he often stops to inhale.

FLOWER SHOW OF THE AMERICAN DAHLIA SOCIETY.

A meeting of the Executive Committee of the American Dahlia Society was held Monday, April 12, at the Pennsylvania Hotel, New York, for the purpose of taking up the business of the Autumn Flower Show.

Notwithstanding the fact that the railroad strike was at its height at that time, there were present: Richard Vincent, Jr., White Marsh, Maryland; George L. Stillman, Westerly, R. I.; F. Louis Alling, West Haven, Conn.; I. S. Hendrickson, Flowerfield, N. Y.; William Noonan, Locust Valley, N. Y.; James Duthie, Oyster Bay, N. Y.; I. N. Failor, Richmond Hill, N. Y.; and E. C. Vick.

George W. Kerr, Doylestown, Pa., was expected to attend; he was ready and at the station, but was unable to get a train to New York.

Prof. George W. Fraser, of the Connecticut Agricultural College, was unable to leave the college at this time.

The fully attended meeting under the adverse circumstances shows the spirit of the committee.

It was decided that there would be three classes of exhibitors, namely, Commercial Growers, those who grow tubers for sale; Private Growers, those who employ gardeners, but do not sell stock, and Amateurs, those who grow their own plants, individually, except the work of plowing or spading and handling the fertilizer, who grow dahlias for their own pleasure and not for sale.

The Dahlia Show will be held Sep-

tember 27, 28 and 29, at the Pennsylvania Hotel, New York.

The exhibits of amateurs shall be admitted free.

Garden clubs will be limited to 100 square feet at a flat rate of \$10.

Competitive exhibits may be displayed in the trade space, so that exhibitors who enter flowers for display only and also flowers in competition can keep all their exhibits together to make the best possible general display.

The price of trade space to be \$1 per square foot. Admission 50 cents. Trade tickets will be sold at \$25 per hundred. Unused tickets will not be redeemed.

Each exhibitor shall have three season tickets.

A Schedule Committee was appointed consisting of James Duthie, F. Louis Alling, I. S. Hendrickson and William Noonan, with the suggestion that the schedule be prepared as soon as possible to include dahlias, in the various classes, also other autumn flowers, fruits and vegetables.

The following trade space was taken at the meeting:

I. N. Failor, Richmond Hill, N. Y., 50 square feet; John Lewis Childs, Flowerfield, N. Y., 150 square feet; F. Louis Alling, West Haven, Conn., 100 square feet; Geo. L. Stillman, Westerly, R. I., 100 square feet; William Noonan, Locust Valley, N. Y., 50 square feet; Richard Vincent, Jr., White Marsh, Md., 100 square feet.

As there is about 2,000 square feet of trade space to be sold, it will be seen that a quarter of it has already been taken.

EDWARD C. VICK, Secretary.

THE WESTCHESTER AND FAIRFIELD (CONN.) HORTICULTURAL SOCIETY.

The regular monthly meeting of the above society was held in Greenwich, Conn., April 9. Vice-President Harry Jones occupied the chair. The feature of the evening was the presentation of the silver medal from the National Association of Gardeners to Robert Williamson for the highest number of points secured with exhibits during the past year. James Stuart gave an interesting description of the Boston Flower Show, comparing some of the exhibits with those shown at the New York International Exhibition. The general opinion of the members was that the New York show was the superior. The labor question came up for considerable discussion. It is rather humiliating to find that Italian and Polish laborers are receiving higher wages than the professional gardener. On the motion of Mr. Seeley the question of holding a summer

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flower show was left over until our next meeting, which is on Friday evening, May 14. Prizes from the J. H. Troy and A. N. Pierson fund will be given for exhibits and a discussion on matters concerning the gardening profession will be brought up that evening. The concert and dance held at Greenwich, March 23, was a great success. Those fortunate enough to be present had a jolly good time and enjoyed themselves to the utmost.

JACK CONROY, Cor. Sec.

MORE MONEY FOR GARDENERS.

According to newspaper reports gardeners on private estates are now firmly demanding increased wages. It is stated that assistant gardeners in the cottage colony at New York, who formerly were paid \$60 a month, but who have had them advanced in many cases to \$80 a month are about to ask for a further increase to \$100 a month.

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NASSAU COUNTY (N. Y.) HORTICULTURAL SOCIETY.

The regular monthly meeting of the Nassau County Horticultural Society was held in Pembroke Hall, Glen Cove, on Wednesday, April 14th. President Thomas Twigg occupied the chair and Joseph A. Winsocki and Robert Purcell were elected active members and six petitions for active membership were received.

Mr. Henry Gaut, James MacDonald and Joseph Adler judged the monthly exhibits and their awards were as follows: Three heads of lettuce, 1st, James McCarthy; 3 heads of cauliflower, 1st, Peter Smith; 12 mixed antirrhinum, 1st, Peter Smith. President Twigg's special table decoration brought out lots of competitors: 1st, Louis Hubbard; 2nd, Wm. Milstead; 3rd, Peter Smith. A vase of roses exhibited by George Wood received honorable mention. A letter was received from the Park Garden Club inviting the society to attend the Iris and Tulip Show to be held by them at Flushing, L. I.

Mr. Van Ginover of Holland and Mr. Sperling of New York were present and each gave a short but interesting talk. This was one of the best meetings ever held by the society, both in attendance and exhibits.

The exhibits for the May 12th meeting will be Darwin Tulips, 12 pink, 12 mauve, 12 mixed.

ARTHUR COOK, Cor. Sec'y.

William N. Crompton, for many years a prominent florist at East Greenwich, Conn., died recently at the age of 75. For many years he was gardener for Thomas P. I. Goddard at Potowomont, but later went into business for himself.

The April meeting of the Syracuse, N. Y. Rose Society features W. R. Pierson of Cromwell, Conn., as the principal speaker, his talk being on American roses.

At the last meeting of the Worcester Garden club at the home of Mrs. E. D. Thayer, Mr. E. W. Breed, the well known landscape architect, talked about perennials and shrubs suited to this climate.



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In plant-houses very few Ferns form such effective and graceful foils to flowering plants, and, in addition to this, a supply of fronds can be relied upon for cutting at any season of the year. There is no doubt that A. cuneatum (as well as other plants) has been brought into bad repute because plants grown for sale have been rushed along in warm and moist houses. No plant grown under such conditions will last very long when removed from such a house and placed in a window or in an unheated room. Had these plants so grown been gradually inured to a lower temperature—hardened off, in fact they would have given a much better account of themselves.

Those who may have to provide a regular supply of fronds for cutting are aware of the latter fact. Their Adiantums, therefore are raised in a comfortable and fairly moist temperature, they are afterwards removed to a cooler house, and they are by degrees accustomed to plenty of air and fully exposed to the light. Grown in such a manner, the fronds acquire a firm and wiry character, and when cut there is no question as to their lasting qualities. Adiantum cuneatum is, of course, easily increased by division, but seedlings are equally easily raised, and these can be relied upon to grow into good-sized specimens in a short time. Except where specimen plants are needed, it is more profitable to raise a batch of seedlings annually, and to dispose of superfluous plants at the end of the third season.

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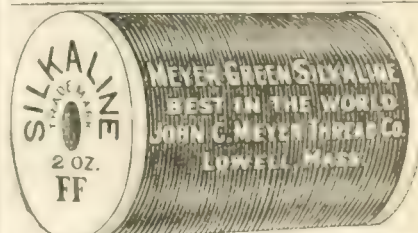
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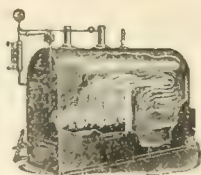
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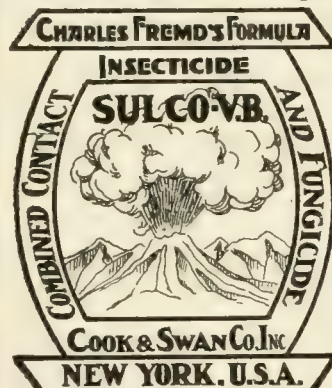
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THE PENNSYLVANIA HORTICULTURAL SOCIETY.

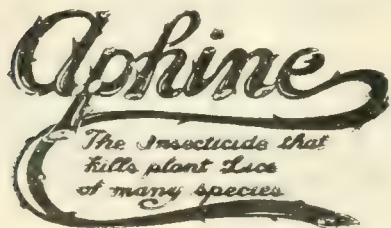
The last lecture of this season's series was given on Tuesday last, by Professor A. C. Beal of Cornell University, the subject being Gladioli.

The exhibits staged at this meeting were of the usual high quality. Those deserving special mention being some specimen *Calceolaria hybrida* exhibited by Mr. A. B. Johnson, Rosemont, Pa., Wm. Comfort, gardener. These plants were in 8-inch pots, foliage standing 18 to 20 inches above the pot, the heads of the plants being about 26 inches in diameter, completely covered with well finished flowers. A collection of cut flowers of *Gerbera* hybrids (South African Daisy) was exhibited by Mrs. E. V. Morrell, Torresdale, Philadelphia, Thos. Roberts, gardener. There were 21 colors represented in this collection of flowers, the flowers ranging from 3 to 5 inches in diameter. A collection of *Antirrhinum* (Giant Flowering) was exhibited by Mr. S. T. Bodine, Villa Nova, Pa., Alex. MacLeod, gardener. The flower stems were about 4 feet tall, and the spike of flowers measuring from 18 to 24 inches.

MRS. BENJAMIN HAMMOND.

Mrs. Laura Anthony Hammond, wife of Benjamin Hammond, is dead at her home on Spy Hill, following a brief illness of pneumonia. Mrs. Hammond, about a month ago contracted a heavy cold which later developed into pneumonia. Everything possible was done for her and two nurses were in attendance and just when it was thought that she was on the road to recovery her heart gave way under the strain.

The deceased was born in New York and her early life was spent in Harrison, Westchester county. In 1898 she became the wife of Mr. Hammond and during the years of her residence here she had become prominently known and was highly esteemed by all and possessed those rare traits of character which endeared her to all who came in contact with her.



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Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. I. L. PILLSBURY, Galesburg, Ill.

CHRYSANTHEMUMS

THE BEST

In Novelties and Standard Kinds.
Catalogue on Application.
ELMER D. SMITH & CO.
Adrian, Mich.

DAHLIAS

Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. JOHN P. ROONEY, New Bedford, Mass.

Dahlias a specialty, new creations and old friends. List ready. WARREN E. SOOY, Hammonton, N. J.

Dahlia Bulbs For Sale. The new decorative Dahlia Robert A. Fletcher, also the best American and imported. Send for catalog. Special, 15 for \$1.00. W. F. BROWN, 46 Palmer St., Norwich, Conn.

New Peony Dahlia—John Wanamaker. Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to PEACOCK DAHLIA FARMS, Berlin, N. J.

GOLD FISH

Gold fish, aquarium plants, snails, castles, globes, aquarium, fish goods, nets, etc., wholesale. FRANKLIN BARRETT, Breeder, 4815 D. St., Olney, Philadelphia, Pa. Large breeding pairs for sale. Send for price list.

GRAPE CUTTINGS NO. 1

Delaware, Movers Early, Worden, Vergennes, Campbell's Early, Champion, 75c. per 100 not prepaid. \$1.00 for 100 prepaid by parcel post to any part of the U. S. CHARLES NASH NURSERY, Three Rivers, Mich.

LABELS

Wood labels for nurserymen and florists. THE BENJAMIN CHASE CO., Derry Village, N. H.

ORCHIDS

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas and Laelio-Cattleyas our specialty. One trial order solicited.

SPHAGNUM MOSS

Live Sphagnum Moss, orchid peat and orchid baskets always on hand. LAGER & HURRELL, Summit, N. J.

VEGETABLE ROOTS

Two and three-year-old Asparagus Roots for sale. Rhubarb and Horse Radish Roots. Selected roots raised from Asparagus seed which cost \$5.00 per pound. WARREN SHINN, Woodbury, N. J.

WIRE WORK

WILLIAM E. HEILSCHER'S WIRE WORKS, 264 Randolph St., Detroit, Mich.

FARMERS, ATTENTION!

I am offering 400 Rhode Island and Connecticut Farms at prices from \$275 to \$25,000. If interested send for my Farm Bulletin. Latest edition just out, send for one. WILLIAM A. WILCOX, Farm Specialist, Westerly, R. I.

HELP WANTED

WANTED—At once, good grower. Handy at Design Work. Commercial place of 8,000 square feet. Permanent place to the right man. GEO. E. FELCH, Ayer, Mass.

WANTED—Experienced rose and carnation grower. State experience and salary expected. Address N. R. C., care of HORTICULTURE, 78 Devonshire St., Boston, Mass.

WANTED—At once, good greenhouse worker on small wholesale place. Steady position for right man. Wages \$25 per week. Apply to ROBERT L. GOINSA-LOSS, foreman Wood's Greenhouses, West Newton.

WANTED

One working foreman. Two men for general greenhouse work.

Everett Cummings, Woburn, Mass.

GREENHOUSE MAN WANTED

For commercial place. One thoroughly experienced in raising carnations, chrysanthemums and miscellaneous plants. Good wages. See JOHN W. BEAL, Third Floor, 58 Summer St., Boston, Massachusetts.

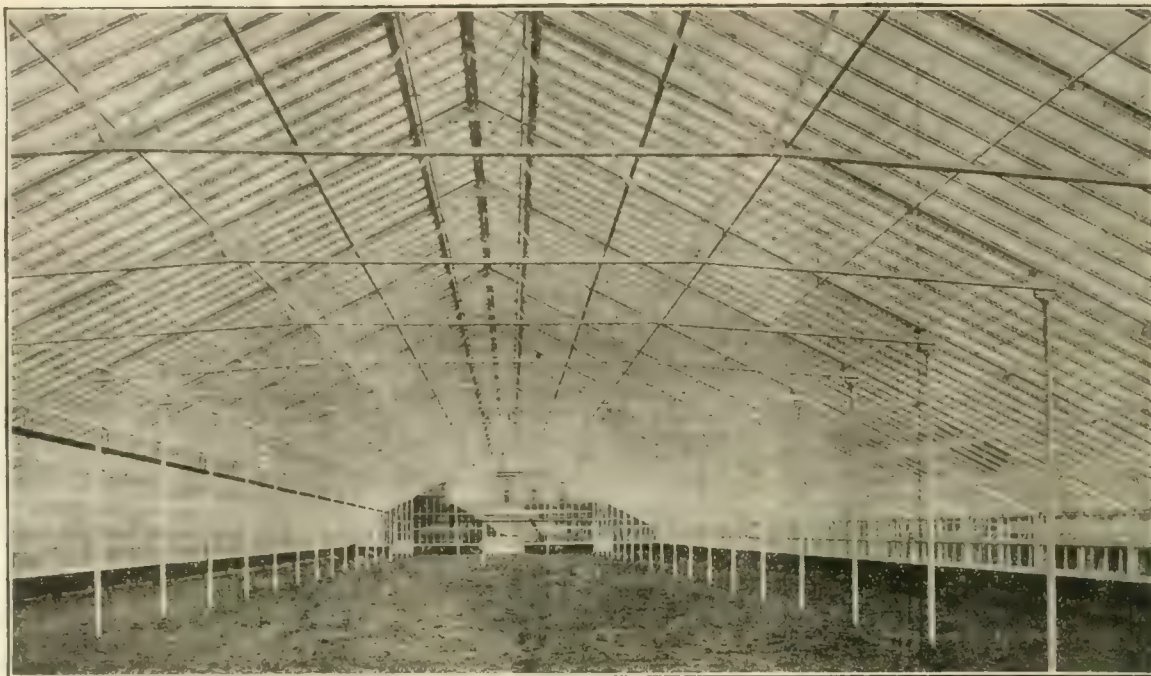
Just Out The Nursery Manual By L. H. Bailey

An indispensable book for every nurseryman. Complete directions for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of HORTICULTURE upon receipt of price, \$2.50.



Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

When writing to advertisers kindly
mention HORTICULTURE

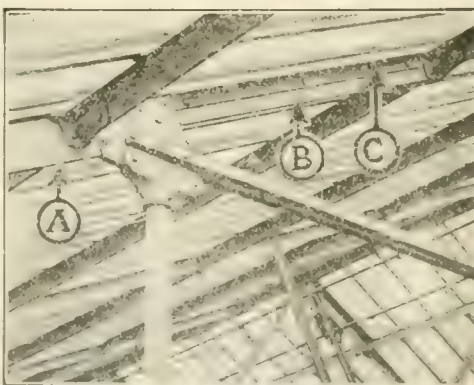


The Rafters in Heacock's House

In our last two ads. you will recall we called especial attention to the great width between the two columns in our 78 foot house. Now let's see how and what our rafters are that such a thing can be done and the house have ample strength and rigidity. From the column to the ridge we use a rafter $3\frac{1}{2}$ inches deep and $\frac{1}{2}$ inch thick, on one side of which is hot riveted a $1\frac{1}{2}$ by 1 by 3 16 inch angle.

See b and c on above illustration. This angle prevents the rafter bending or buckling sideways. Compare in your mind the amount of shade a rafter of that size casts in connection with the trussing necessary in two column houses.

From the column to a point just above the grade line we run one solid rafter and post combined. It measures 5 inches wide and $\frac{1}{2}$ inch thick. See on above cut.



Bear in mind that there are no welds or splices of the rafter with the post.

They are in one solid piece from column to the heavy cast iron post base; the latter embedded in concrete 12 inches below grade. Such a rafter and post combined needs no trussing. Every point is as strong as every other point. There are no weak spots. No spots requiring stiffening or strengthening.

Now look at that column cap and see how rugged it is. Note how its many bolts binds the rafters and column securely together. Don't lose sight of the fact that the cap is bolted through and through the column. No possibility of a slip off with that cap.

Be on the lookout for our next ad. about more of the strong points of this Samson like construction of ours and remember that we go anywhere for business, or to talk business.

Hitchings and Company

General Offices and Factory: Elizabeth, N. J.

NEW YORK
1170 Broadway

BOSTON 9
294 Washington St.

HORTICULTURE

JANUARY

1920

1920

1920

Vol. XXXI

MAY 1, 1920

No. 18

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.

THE BIG FOUR



With the warmer weather all the roses are more plentiful, and the leaders are coming in, really wonderful quality, color and texture better than at any time this season.

AMERICAN BEAUTY

	Per 100
Special	\$50.00
Fancy	40.00
Extra	35.00
First	15.00
Second	10.00

MRS. CHAS. RUSSELL

	Per 100
Special	\$25.00
Fancy	20.00
Extra	15.00
First	10.00
Second	6.00

COLUMBIA

	Per 100
Special	\$20.00
Fancy	15.00
Extra	12.00
First	8.00
Second	6.00

PREMIER

	Per 100
Special	\$25.00
Fancy	20.00
Extra	12.00
First	10.00

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK PHILADELPHIA BALTIMORE
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

FERNS

THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we RECOMMEND IT MOST HIGHLY."

Strong plants, 2½-inch pots....\$3.00 per dozen, \$20.00 per 100
Extra fine specimens: 6-inch, \$1.00 each; 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

NEPHROLEPIS:	Each
Elegantissima, elegantissima compacta, 3½-inch.....	\$0.35
Muscosa, 3½ inch.....	.35
Muscosa, 5-inch.....	.75
Elegantissima and elegantissima compacta, 8-inch.....	2.00
Elegantissima and elegantissima compacta, 10-inch.....	4.00
Packing extra.	

F. R. PIERSON, Tarrytown, N. Y.

CANNAS

Three inch pot plants ready for immediate shipment. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1000.

ALPHONSE BOUVIER
FLORENCE VAUGHAN
GUSTAV GUMPTER
MAROS
PRESIDENT MYERS
RICHARD WALLACE
SOUV. D'ANTOINE CROZY
VENUS

GLADIATOR
J. D. EISELE
MAD. CROZY
LOUISIANA
QUEEN CHARLOTTE
RUBIN
UNCLE SAM
WYOMING

VINCA VARIEGATA

Good, strong stock. The 3 and 4-inch are heavy stuff. 2-inch, \$2.75 per 100. 3-inch, \$3.75 per 100. 4-inch, \$12.50 per 100.

Alternantheras; Alyssum, Double Giant and Dwarf; Begonias; Lobelia, Crystal Palace Gem; Hardy English Ivy, assorted; Heliotrope; Vinca Variegata, all 2-inch, \$2.75 per 100, \$25.00 per 1000.

Send for Catalogue Cash With Orders

R. Vincent, Jr., & Sons Co.
WHITE MARSH, MARYLAND

Henry H. Barrows

FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY
CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN., U.S.A.

Robert Pyle, Pres. Antonio Witman, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

CEDAR ACRES

Gladioli and Dahlias

Booklets Free

B. HAMMOND TRACY, INC.,
Wenham, Mass.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

Burpee's Seeds

PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

GARDENING FOR WOMEN

Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2—August 28
Write for Circular

SCHOOL OF HORTICULTURE
Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

To florists who wish to work up a little local publicity in a novel way, it is suggested that they take advantage of the opportunity presented in most of the larger moving picture houses, especially those making vaudeville a feature, for featuring the official "Say it with Flowers" song. Orchestra scores as well as the vocal score are available through the publishers, and the proper rendition of the song is demonstrated in the Columbia phonograph record now to be had of any Columbia dealer and which is fully endorsed by the composer. Several florists in the smaller towns have attempted this feature with great success, and with the distribution of a few flowers to an audience it is said to be "big stuff." It is well worth a trial. Incidentally, it might be said that the song, as a headline feature at the Palace Theatre, New York, and a prominent theatre in Buffalo, last week increased its standing as a popular "hit."

We are drawing very near to Mother's Day, one of the two big flower days remaining for us this season. Florists who are not using the posters and other aids for this day's publicity available at the "Florists' Publicity Service Bureau of S. A. F. and O. H., 431 So. Dearborn Street, Chicago," are making a mistake, as the day cannot possibly be over-advertised as one for gifts of flowers—and mothers, as a rule, particularly the elder ones, have many loving hearts right within their family circles willing to pay homage on this day, if they are not allowed to forget. A liberal poster display is equal to a good many finger strings for memory-jogging purposes. Again, these aids tie up very well with the magazine advertising of our Campaign.

Reference has frequently been made to the growing use of flowers as subjects for the embellishment of magazine advertisements. Who has not seen the beautiful advertisements in colors of a prominent corset manufacturer, in which flowers are made to dominate the design. "Printers' Ink Monthly," a magazine advocating art in advertising in reproducing one of these advertisements as an artistic example, says: "This company is to be congratulated on getting away from the customary display of a corseted figure, for without question this pic-

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

Send For Our Catalogue.

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

THE HOUSE OF KELWAY

Has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.

GIGANTEUM & HARDY LILLIES

GLADIOLUS CANNAS

AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR

CHRYSANTHEMUMS

147-187 Linden Ave.

LEVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS

RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

For immediate shipment

ASPARAGUS PLUMOSUS NANUS
Seeds, \$2.75 per 1000. (Special prices for large quantities.)

BAMBOO STAKES

Natural and Green in all sizes—both domestic and Japanese.

Write for prices stating your requirements.

McHUTCHISON & CO. 95 Chambers St.
NEW YORK

ture of the corset and its container grouped with beautifully painted flowers on the blue satin background is a decided step forward artistically." All such advertising of which this is only one of many examples, helps to keep flowers in the public mind; and, perhaps not strange to say, the innovation is synonymous with our Campaign for publicity for flowers.

Disappointment over the very lax support given to our Publicity Fund continues. A week of good response is followed by one of absolute indifference. It is truly either a feast or a famine—instead of a steady stream of contributions, as our Committee has the moral right to expect. We have never sought to criticise the amounts of contributions as they come in, but we have easily been able to distinguish those which come from the heart as well as the pocket. When a florist writes "I am enclosing to you my cheque for \$5, all I feel I can contribute at present, but I am in hopes I shall be able to send more later," we feel highly gratified. We know that man's contribution is started from two points of his make-up. We believe in him just as he believes in our Campaign. There surely must be many more such men, a little proud, perhaps, to send so small a contribution. They need not fear criticism. If our Committee could only depend upon sufficient help of this kind, its road would be easy traveling. Who will take this hint today? Let us have a good bunch of such subscriptions to report in our article next week.

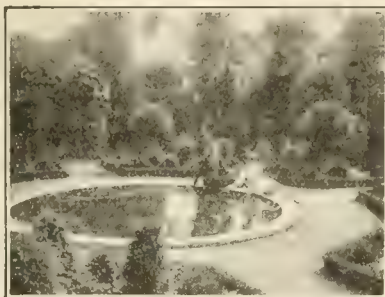
Take note of the Society's new address "43 West 18th Street, New York."

JOHN YOUNG, Sec.

A BAD WINTER FOR ROSES.

According to the New York Botanical Garden officials this has been the hardest winter for roses in this section of the country for many years. While the season, as regards low temperature, did not equal the record cold of some recent winters, notably that of 1917-18, the exact peculiar combination of weather circumstances proved most unfortunate.

The loss is likely to be great in all but the hardiest varieties, but even the hardy perpetuals show signs of having suffered, although these were supposed to be as hard as nails as far as local weather conditions were concerned. Some of the trees in the park, too, have not stood the winter well. For instance, one of two Australian digger-pines, which had come safely through the very hard winter two years ago, has since died.



Garden Bordered with Box-Barberry.
Electros of this illustration Free with
order of 1000 if requested.

BOX - BARBERRY

Well rooted dormant summer frame cuttings ready to set direct into the nursery without further expense.

\$65.00 per 1000

Many Leading Catalog Firms Will List
Box-Barberry Next Season.

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.
New Haven, Conn.

SEND FOR TRADE BULLETIN.

**We are Headquarters for the BEST OF EVERYTHING
IN**

VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail NORTH ABINGTON, MASS.



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus,
Cosmos, Candytuft, Snapdragon, Lobelia,
Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberose, Caladiums, Dahlias,
Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case,
\$50.00.

If you have not received our Florist List, a post card
will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.

SEEDS AND BULBS

Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

GERANIUMS

2 $\frac{1}{4}$ in. ————— 3 in. ————— 4 in.

Shipped in mixed lots only and include varieties

POITEVINE — NUTT — RICARD AND WHITE

Ready now. Order early.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

GARDENERS' CONFERENCE.

A gardeners' conference under the auspices of the members of the National Association of Gardeners, located in the vicinity of Boston, will be held in Boston, Thursday evening, May 6th. The early hour of the meeting, 6.30 o'clock is to enable members coming from a distance who may desire to return home the same night to do so.

The conference will be for a general discussion of subjects relating to the gardener and his profession, in which all members present will be invited to participate. This is in line with the program of the conference recently held in New York, which proved so successful and drew forth many helpful suggestions from the floor.

The general work of the gardeners' national association will be discussed, and plans of the campaign about to be launched to arouse the interest of young men in the profession of gardening, will be explained. As is now generally recognized, the difficulty of securing assistant gardeners is proving a serious factor in the operation of country estates, many of which have to be maintained with practically unskilled labor, skilled help being almost unprocureable in these times.

The association has recently added the following names to its list of sustaining members: August Busch, St. Louis, (L. P. Jensen, gardener); William Ziegler, Jr., Noroton, Conn. (A. Bieschke, gardener); James B. Duke, Somerville, N. J. (J. Dymock, gardener); H. L. Thompson, Perrysburg, O. (H. Hundt, gardener); Irene du Pont, Wilmington, Del. (J. Buckingham, gardener); W. B. Howells, Suffern, N. Y. (T. Hambleton, gardener); Mrs. David Dows, Brookville, L. I. (H. Gibson, gardener); Frank J. Dupignac, Mamaroneck, N. Y. (J. Henderson,

gardener); Harry B. Clow, Lake Forest, Ill. (J. Wilson, gardener); Daniel Guggenheim, Port Washington, L. I. (T. Leyden, gardener); Theodore F. Thieme, Fort Wayne, Ind. (W. Warburton, gardener); General Richard Coulter, Greensburg, Pa. (N. T. Forsythe, gardener); C. H. Hutchins, Shrewsbury, Mass. (W. J. Dack, gardener).

THE MARKET.

The market has remained practically stationary for the past week. It has been fairly well supplied, and if it had not been for the cloudy weather, everything would probably have been in over supply. In some places there has been a somewhat downward tendency, while in others, especially in Boston, the market has stiffened a little, due to a large demand from Salem, Mass., where a Carnation Day absorbed a large amount of flowers. Arthur Carr of the Boston market has received a few Blushing Bride Gladioli, the first of the season. Some other gladioli are beginning to come in a few at a time. In New York, Southern lilac is showing up to a limited extent.

Roses are selling in the different markets all the way from 3 to 30c.; it is impossible to give any stable prices. Carnations average about 6c., although they have sold lower in New York. Callas are bringing 8 to 16c. in New York, and are selling quite as well in other markets, but in Boston they have been pushed down by the influx of Easter lilies from growers who were not able to get their blooms in for the Easter trade. Snapdragons are going readily at from 50c. to \$1.50 a dozen. Marguerites are \$1 and \$2 and Violets remain stationary at \$1 per 100.

BOSTON.

Mr. J. G. Jack of the Arnold Arboretum began today conducting a field class at the Arnold Arboretum. The class will meet every Saturday afternoon up to June 6th. These classes have proved very popular in the past and afford an excellent opportunity to become acquainted with the trees and shrubs of New England, as well as those of foreign countries.

The next meeting of the Boston Florists' Association will be held at Westminster Hotel, Tuesday evening, May 4th. The speaker will be W. H. McMasters, who will talk on "The Wit and Humor of Flowers."

Nathan Fishelson, the florist, is a director of a new organization known as the American Fruit Growers of Palestine, Inc., which has been chartered under the laws of Massachusetts with a capital stock of \$2,000,000. The corporation aims to develop the economic resources of Palestine, but the head office will be in Boston.

The Boston office of Hitchings & Co., the greenhouse builders of Elizabeth, N. J., has been moved to larger and more convenient quarters in the Old South Building, Room 406. This company is doing a large amount of business in New England and has long needed more commodious quarters for its Boston staff.

Mr. Charles Robinson, of the Henry M. Robinson Co., has been making a trip to Montreal and other Canadian cities, combining business and pleasure.

HORTICULTURE

Vol XXXI

MAY 1, 1920

No. 18

THE TALK OF THE TRADE

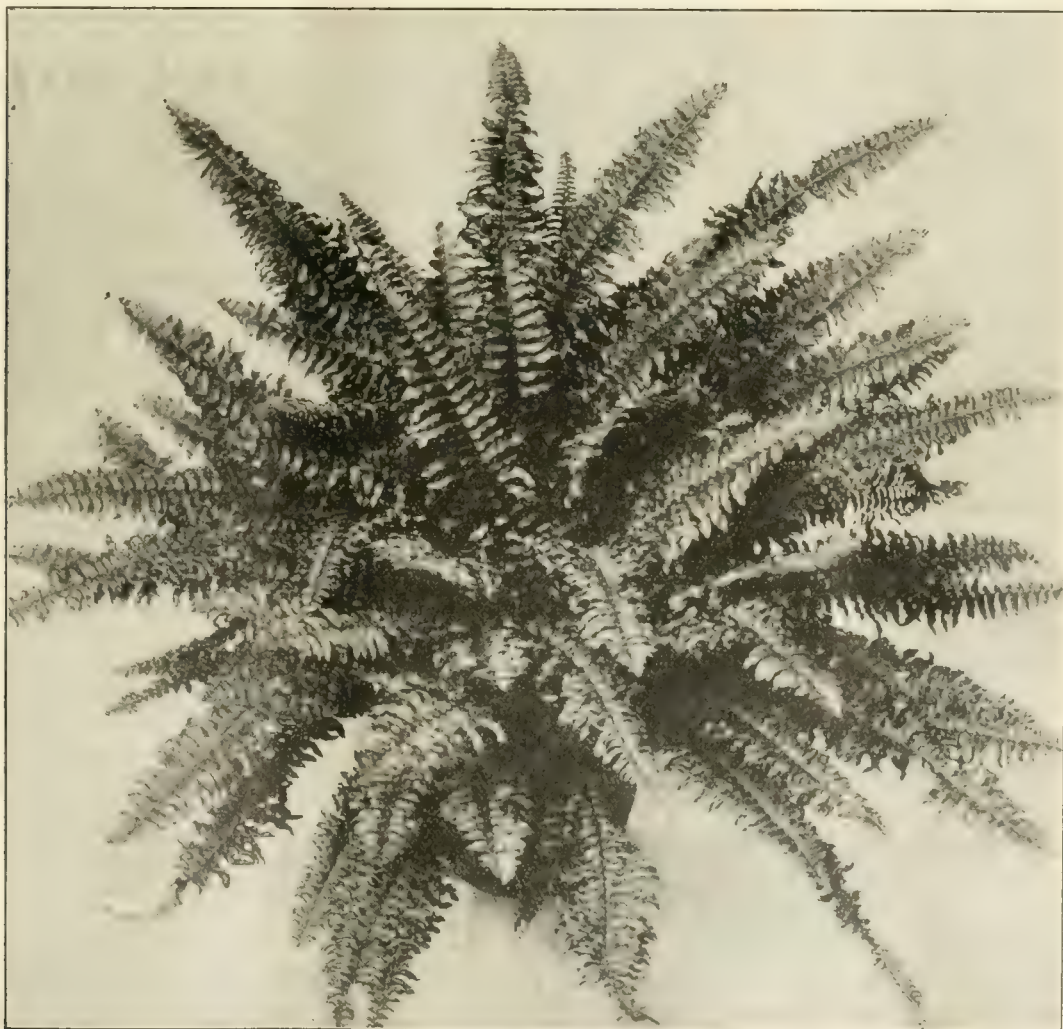
I notice that two florists around Boston are selling their rose plants direct to the public through the daily press. This is stock that has been forced in the greenhouses, but dried off sufficiently to stand moving, and these bushes sell readily at a good price and in general give very satisfactory results to the buyers. Peirce Bros. of Waltham and Wm. Elliott & Sons, Inc., of Brighton are the two firms advertising at present. They report heavy sales and the varieties they are offering are good ones for the amateur to grow out of doors. These sales are going to help those interested in roses and it will mean increased business through other channels, such as the ramblers, hybrid perpetuals—in fact, all kinds of roses.

Window boxes are an important part of many a retail florist's business, particularly those having greenhouses, and a fine trade can be worked up in this line if reasonable care is taken in filling the orders. An important point is the construction of the boxes, which must be large enough and properly taken care of in the way of drainage.

The selection of plants for window boxes must be followed out wisely, having in mind always the varieties suitable for shade if the boxes are so situated, also varieties that are best for bright sunshine if they are to be located in such a position. I certainly don't approve of using such plants as cannas and salvia in window boxes. I have seen it done, but I think they are out of place. There are plenty of other suitable plants such as geraniums, which of course come first. Chate-

laine and Mrs. Patten begonias are fine in a partially shaded position. Marguerites, both white and yellow, work in well with geraniums if you wish mixed boxes. Heliotrope is also a very satisfactory plant, and of course for vines there is nothing better than vinca and German ivy.

Many a florist can work up a good bit of business with his local trade in this line. I know several places where they build boxes, either to order or have them in certain desirable lengths ready to fill for their customers. Sometimes they sell the boxes outright, other times simply rent them and get them back in the fall. This works into a steady business for them. They can get the stock plants of Geraniums for propagation the coming season by bringing the boxes back before they are entirely killed by frost, and there is no doubt that a big increase in this business can be brought



A Well Grown Fern

about by going after the filling of window boxes in a vigorous way.

I have had occasion several times in the past to remark upon the absence of pot-grown ferns around the Boston market. Having noticed such fine stock as is offered around Philadelphia, New York, as well as some of the Western cities, Chicago in particular, I couldn't help noticing that the storemen around Boston are dependent almost entirely upon bench stock which is badly drawn up, lifted from soil and put into pots and then brought into the stores for sale before these plants have had sufficient time to get well established in pots and hardened for the home.

Expressing myself along these lines with one of the local growers, I got the other side of the argument. According to his way of seeing it, the grower who offers pot-grown plants at a price which is necessary for such stock finds them left on his hands, and the storemen because they can buy a little cheaper for poor quality bench-grown stock go after that stock and leave the pot-grown ferns on the growers' hands. I was surprised to hear that this was the truth as anyone knows there is a world of difference in the two ways of handling ferns and the results are most decidedly in favor of the pot-grown stock. It is true that the public does not know or appreciate the difference, but they are sure to be disappointed in the way these soft ferns will act when they get them in the home. Why isn't it worth while for the storemen to handle the hardy stock that will give the best results, even if it must be at a higher price. If the customers are advised of the difference, I am sure they will appreciate it and it will mean more business.

STRAWBERRY ROOT-WORM

Prof. Sanders Writes About This New Rose Pest

One of the Philadelphia papers recently published an article regarding the strawberry beetle which during the last two years is said to have destroyed \$70,000 worth of roses in Bucks County alone. It is said in this article that over 50,000 rose bushes were destroyed at the Heacock Nurseries at Edgewood the last year and that 7,000 were destroyed in one greenhouse at Doylestown. In this connection it is interesting to find in the American Rose Annual for 1920, just out, a short article by Professor J. G. Sanders, of the Pennsylvania Bureau of Plant Industry, at Harrisburg, dealing with this pest. The article is reproduced in part herewith:

"Certain Pennsylvania rose-growers have suffered heavy losses of greenhouse roses caused by the attacks of the so-called strawberry root-worm, which has transferred its attentions from native outdoor plants to tender roots and foliage of roses growing under glass.

"In the Philadelphia district especially severe losses have occurred during the past three to four years, and various mechanical means for capturing and killing the beetles have been employed, but with poor results, and at considerable expense for hand-labor.

"The wonder is that these growers are content to use antiquated insect-control methods, and to suffer continued losses, rather than to ask of their state or Government agricultural officials advice and aid in control methods, which are often well known to the expert, and quite satisfactory when properly applied. The entomologists are interested at all times in reports of serious damage by pests, and they generally will do all they can to control the marauders.

"This new rose-pest must be studied carefully from every standpoint of its various life-stages, and the most vulnerable stage determined in order to plan control methods. The writer believes that the grub or larval stage, which destroys the roots, and perhaps the pupal stage, will be found more available for control under modern cultural methods than other stages. Soil fumigation, or drenching with tobacco water, or this in combination with some soluble chemical, may be found most advisable. Only by carrying out careful and extensive tests will the best remedy be found.

"Fumigation of the houses at night with cyanide to kill the adult beetles is advisable only when the house con-

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- 10,000 COLUMBIA, 2½ in. \$17.00 per 100, \$145.00 per 1000.
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struction is very good, and where overhead space is limited. Fumigation with tobacco gives no results. Soil treatment with tobacco water, or with cyanide, or other solutions, may prove effective in killing the underground stages, and tests will be made.

"One grower seems to think that the beetles become more abundant in those houses where the roses are permitted to dry out during the resting period, but careful observations will be needed to verify this statement.

The Pennsylvania Bureau of Plant Industry has made arrangements for co-operative investigations of this rose root-worm with the United States Bureau of Entomology. Investigations are now under way in the Philadelphia district, and every effort will be made to circumvent the new pest. Mr. C. A. Weigel's article describes and discusses the several stages of the pest and its principal damage to the plants. The writer similarly proffers his services in consideration of any suspected insects and will be glad to be advised of experiences with damage or control."

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\$12.00 per 100, \$100.00 per 1000

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ORCHID COLLECTING.

Some of John E. Lager's Experience in Southern Countries.

There was no more interested or interesting attendant at the recent orchid show in Boston than John H. Lager of Summit, N. J., one of the best known orchid collectors in the world. What Mr. Lager had to say about his experience was deemed to be of such importance that the Boston Evening Transcript gave a half page to it in its feature section. In part the article reads as follows:

There are orchid collectors who merely go to the tropics and buy plants which the Indians have brought to easily accessible points, but these are not the true collectors. The true collector seeks unknown fields. Like many other men who have done big things in their lines Mr. Lager is modest, but he relates a typical experience of the true collector.

"On one of my trips to Colombia," he said, "I had struck my Eldorado in the form of a virgin *Cattleya* district. No man before had ever robbed these forests of its jewels. The plants and the varieties were superb, but the problem was how to get the plants out. The nearest I could get to a point from which I could get transportation to a certainty was 50 miles; but from where I was I could strike the same river at the point considered not navigable, in about six hours. I reasoned that with the water high in the river, even if there were plenty of rocks and the current strong, I could float my plants down in champanes (large canoes) and I set to work accordingly. I packed my plants at night in bags and sent 25 or 30 leads down to the river next morning, where I had tents pitched. The mules unloaded, they returned for more plants until I had the entire lot moved. Now commenced the real battle. I had to go down along the river a considerable distance and try and induce some of the owners of boats to come up where I had the plants, but as they had not done this before, it could not be done now. I was determined, however, and after considerable arguments I succeeded in convincing three parties that it could be done, with the result that they commenced to ascend the strong current.

I returned to my plants, waiting several days for the boats, when suddenly a freshet came rushing down the river, swelling it out of all proportions. I had the plants on a knoll near the river and in a few hours the water cut behind us and we were on an island helpless. We had to abandon our tent, the water eating gradually toward the plants. It seemed the ques-

tion of a few minutes and all would be lost, when suddenly the waters stopped advancing (this was during the night) and plants and all were safe. The boats were caught in the freshet and had to tie up to some rocks, and as the water rose in the river, they had to cut away trees and branches in order to save themselves. In the evening the boats arrived. We loaded the plants by candle light and started down stream early the next morning. Everything went well our champanes racing down the rapid current like feathers, missing stones or rocks by inches or less, but the net result was that I got the plants out.

Columbia a Paradise

"The most interesting and most important field for collectors is undoubtedly Colombia. Venezuela is second, and Brazil third. In Colombia we find eight different species of *Cattleyas*. The widest territory is covered by the *Cattleya Gigas*. I have seen this *Cattleya* climb up the mountains until actually stopped by the cold. The plants in such localities are as a rule, stunted, struggling as they do for an existence. The front part of the plant somehow will push out new leads repeatedly, while the bulbs behind lose their leaves and die off. Then again, they are found descending the warmer slopes and in a few places join hands, so to speak, with *C. Chrysotoxa*, and in such localities natural hybrids occasionally occur. This is extremely rare, for as a rule there is no promiscuous mingling of these species, for although they occur in close proximity, the lines of abode are strictly defined.

"This particular region I found to be exceedingly interested in orchids. The Andes or part of the same called 'The Cordillera Central' is here simply a mass of spurs and ridges in every direction forming great canyons, valleys, hollows and precipices of every imag-

inable shape, and where every kind of climatic conditions prevails, from the torrid to the cold 'Paramo.' The trails run along the mountain sides in some places at appalling heights, in places so dangerous that the only safe means of locomotion is to dismount and walk.

In the Cauca.

"At Cartago in the Cauca we are right in the heart of the home of the *Cattleya Chocconensis*.

"This *Cattleya*, unlike most of the others, occurs in forests on level land which is very swampy; the trees are as a whole small and stunted and overgrown with moss. Here, strange to say, I saw the most beautiful sight it has been my fortune to see. In these jungles, the plants grow by thousands, the trees being literally covered with plants and these in full bloom (end of August). I particularly remember that I got my mule under a tree and sitting in the saddle, picked a large bunch of flowers. These were particularly fine and not half open, as is the case under cultivation. The treatment we give this plant under cultivation probably has something to do with this. Where they grow, it is very warm and humid. I noticed in the early morning, as soon as the sun reached the forest, a dense mist would rise from the ground and envelop everything. This would gradually disappear, as soon as the sun became stronger.

"In the country around Miraflores, on one of the grassy treeless hills, I saw some of the most beautiful sights; the entire hills from foot to summit were literally covered with *Sobralia Violacea* in full bloom, in all shades from pure white to dark lavender. The best time to see this show was in the early morning, before the sun became too strong, with the night dew still lingering on the foliage and with the galaxy of colors on such a large scale.



Orchid Hunting in South America

HORTICULTURE

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HORTICULTURE, 78 Devonshire Street, Boston 9, Mass.

The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

We congratulate the officers of the S. A. F. on their new quarters in New York City. It is not surprising that Mr. John Young, the efficient secretary, is very much pleased with the change. In the old Siegel-Cooper Building on West 18th street the headquarters force have much larger quarters in a location which will be very convenient for everybody. The staff is now well located in the new quarters and no doubt visitors will be welcome.

Efforts have been made in several of the larger cities to carry on a somewhat extensive co-operative advertising scheme for Mothers' Day. Unfortunately the results as a rule have not been equal to those anticipated. For some reason florists do not seem to have recognized the opportunities offered by Mothers' Day, although, of course, there is always the same disinclination among certain members of the trade in each locality to pull in harness with their fellow craftsmen. We understand that a somewhat elaborate scheme of co-operation for advertising purpose which have been planned for Cleveland have either fallen through or been temporarily suspended because of failure on the part of the florists to get together in a wholly amicable and helpful way. This is apart from Mothers' Day advertising, but the difficulty experienced in getting concerted action applies to that day as to all occasions. Even in Philadelphia, where the Mothers' Day movement started, no great enthusiasm seems to be shown.

The publicity bureau of the S. A. F. has done some work to arouse florists throughout the country, but seems to have confined itself mostly to the middle west, paying little attention to New England.

Coming as it does, half way between Easter and Me-

morial Day, Mother's Day ought to offer an occasion for much profitable business, but the kind of business which must be worked up by publicity. This needn't be entirely confined to newspapers, either. We conceive that if all the street car conductors should be given a buttonhole carnation, with the explanation that it was because of Mothers' Day, much interest would be aroused. The law of suggestion would be set working, and many other people when they saw the display and learned the reason would hasten to get a buttonhole carnation, too.

After all, though, it may be well to emphasize the fact that carnations are not the only flowers permitted on Mother's Day. It will make better business to have it understood that buyers are encouraged to choose such flowers as the mothers whom they intend to honor in particular are or were fond of. In the middle west peonies are featured on Mother's Day, and there are plenty of other flowers, sales of which can be encouraged.

Railroad delays have proved embarrassing and costly to many florists throughout the country, but it is not the florist alone who has suffered from these delays. Nurserymen whose biggest shipping season is now on have been badly handicapped. Planting plans have been wholly disarranged and more or less stock en route has been lost or ruined. John Watson, secretary of the American Association of Nurserymen, has recently issued a bulletin to members of the association in which he calls attention to a notice sent out by the American Railroad Association Commission on car service. This notice reads as follows:

Complaints in considerable volume are reaching us and the Interstate Commerce Commission as well, from nurserymen in various parts of the country, indicating that there is little uniformity among the various roads with respect to exempting nursery stock, a highly seasonal and semi-perishable commodity, from embargoes.

To establish a uniform practice, it appears to be important at this season, and it is therefore suggested, that whenever general embargoes are placed which exempt food, feed, perishable freight, live stock and fuel, that such seasonal articles as field and garden seed, seed grain and nursery stock, be considered next in order of importance to receive preference in transportation.

Mr. Watson calls attention to the special emphasis placed on nursery stock in this notice and says that the action was taken as a result of conferences with the secretary of agriculture, the interstate commerce commission, and at the request of various members of Congress. Nurserymen themselves while laboring under great difficulties because of shortage in labor are doing everything in their power to fill their orders promptly. Moreover they are having a tremendous business this season in spite of higher prices. If buyers are unable to get their stock the fault is the railroad's.

Something was said earlier in the year about the strange fact that farm machinery and tools were being kept down to the old level of prices. Apparently, however, things have changed. Certainly the upward tendency has set in strong. This will be noticed by anybody who attempts to buy any simple tools for garden work. This applies even to wheelbarrows. Truth to tell, it is hard to buy a wheelbarrow at any price in some places, and dealers say they have difficulty in renewing their stock. One dealer happens to have a large supply of bodies, but is unable to get the wheels to go with them. It seems to be wise for all of us to make our old tools serve as well as possible this season.

George Watson's Corner

"You in your small corner and me in mine."

One of the cleverest things in the Rose Annual for 1920 is the letter from the Secretary of Agriculture. The editor shows his "get there" and "up-to-date" methods by capturing so promptly this splendid official endorsement from Uncle Sam.

"Barbara" is fine! Much delighted with her charming way of saying things. Wish she would remember not to slight "the bonny banks o' Ayr" even by indirection by calling them "English." No true Caledonian rose lover likes that. And there are lots of them. You remember what Lord Roseberry said after his celebrated journey round the world: "Scotland supplies the world with gardeners."

Dr. Mills pays a well deserved tribute to two of our veteran professional rosarians in his reference to John Cook and Gurney Hill. And when we are passing bouquets in that connection let us not forget the grand old name of Montgomery of Natick who gave us the glorious Russell and the thrilling Hadley among their other creations.

We hear the question asked often what climbing rose has the most fragrance. It is not easily answered, but we are reminded of at least one good one, in reading John Wister's article on Gloire de Dijon. If it would only do well north of Dixie we certainly could all have at least one good fragrant climber.

A Roosevelt rose bed in every public garden, says the editor. Splendid idea! Let the Duchess de Brabant delight the multitude with her manifold charms.

Bloomfield Abundance, spoken of by Mr. Thomas on page 36 of the Annual, may be in part an answer to the question of what is the most fragrant climbing rose. He says: "The perfume resembles that of the lovely Cherokee rose as does the bloom. It is hardy." This variety is being sent out this year by Bobbink & Atkins and A. N. Pierson Co. It scored five points for fragrance in the Portland rose tests, which is the highest mark given for any variety covered by the tests.

According to Bert Williams even

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water is getting weaker. It is now only one-tenth of one per cent., according to that reliable Cuban authority. 'Tis a sad world my masters and pretty soon we won't even be able to shed tears over it. Paul Huebner says it makes him sad to go to Atlantic City these days. In his leisure intervals, from making the Reading system smooth and green and bright with blossoms, Atlantic City was refreshing in the good old days. But no more. It makes him sad now to see old Boreas blowing the foam off the waves. Jim Griffin says this is no subject for joking about—especially in a serious horticultural journal. Far be it from us. Dignity's our middle name. And this is no joke.

Mr. and Mrs. John Walker, home from their winter sojourn in the Isle of Pines, paid a visit to their relatives and friends in this city and vicinity during the week. Next week they proceed to their summer quarters in Youngstown, Ohio. Mr. Walker reports a very enjoyable time in the Island but missed his old friend Adam Graham of Cleveland this year—the latter, with his two daughters, being at present on a trip to Japan and the Orient. Mr. Graham also has an estate in the Pines and Mr. Walker reports it in the pink of condition, notwithstanding its owner's absence. Do you want to hear a true fish story? John says there's lots of fish down there but they won't bite. Water's too clear and they can see the line. Wily as weasels. Bet your boots if old man Dirwanger were alive he'd find some Portland, Maine, fancy scheme that would get 'em. Ask old P. Welch or old Walt Sheridan. What!

Edward H. Flood, New York and Philadelphia manager of the Johnston Brokerage Co., a big glass manufacturing corporation with headquarters at Pittsburgh, will make a business trip to the European glass centers in France and Belgium, sailing on the S. S. Finland, of the Red Star Line, about the middle of May for Antwerp. His London address will be Hotel Norfolk, Surrey St. Strand. Mr. Flood is well known in the horticultural trade, having been a manufacturer of greenhouse glass at his factory in Atco, N. J., for about a quarter century, and having always taken an active interest in club and society affairs. His genial personality and his broad minded progressive intellectuality have made him well known all over the country and we bespeak for him the glad hand among our European friends who may have the good luck to run across him on this his first trip.

Elias Pickles, who formerly was in the employ of W. S. Pino, at Providence, R. I., has now assumed charge of the seed department in the store of the Dudley Hardware Co.

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**Flowers Under
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An increasing demand for porch and window boxes has encouraged florists to give greater attention to this subject. Most often the orders are for plants to fill boxes already in place, but sometimes the florist is required to furnish the box as well. In that case he should be sure to have one which is at least ten inches wide and eight inches deep. Any smaller box will dry out too quickly. Naturally customers want to get quicker effects than in the flower garden, which means that they must be given heavy stock. At the same time this stock should be in small pots or the root balls will occupy too much space. Four-inch pots are almost too large. If the florist preparing for such a trade should use even smaller pots and make up for it by frequent applications of liquid manure, they would be able to arrange better boxes. There are many plants which can be used, but undoubtedly geraniums, with trailing vinca, especially the variegated leafed variety, or German ivy, give the greatest satisfaction to a majority of people. They are especially good for formal buildings, but in other cases the Rosy Morn petunia as the basis for the display is rather more attractive unless monotonous.

Petunias, ageratums, vinca rosea and trailing vinca make a good combination. Other plants which may be used in these boxes where the exposure is sunny include verbenas, lantanas, and Paris daisies. For large buildings where quite a display is required crotons, aspidistras, small palms, dracaenas and screw pines may be used. When it comes to a shady position it is best to depend upon ferns, dracaenas, asparagus sprengeri, crotons, coleus, and pandanus Veitchii. All this stock must have good attention until they are sold. They must be kept growing and free from green fly.

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E. P. NEIMAN, Secretary.

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root readily if kept shaded and moist in three or four weeks. When they are rooted, pot them up in any good soil mixture and keep them in a sunny place. Oftentimes they are given field culture with success, although some growers prefer to keep them in the pots. If you put them in the field, plan to lift them by the first of September.

The planting out of carnations should be finished as soon as possible this month. Then cultivation should be started at once and kept up at least once a week, except in a rainy spell. Even then cultivation should start as soon as the ground is dry enough. Pinching must not be overlooked, even though work is rushing at this season.

Early chrysanthemums may be planted to advantage now. Unless the early varieties are gotten in early it is difficult to have them ready when they are wanted, or at least to obtain strong growth.

There is danger of getting the rose houses too warm at this season. Early banking of the fires and proper ventilation are most necessary. The work of replanting should be kept going as rapidly as possible, and in the houses where cutting is going on a liberal application of water and fertilizer is needed. You will get your flowers to market in best shape if you cut them early and then keep them in the shade until they reach the flower room.

French hydrangeas are likely to prove almost as popular for Decoration Day as they were for Easter. If you have a stock on hand, keep them well fed with liquid manure. In a short time it will be possible to plunge azaleas, bougainvilleas and forced shrubs outside.

As soon as the dendrobiums cease flowering you should repot them and give them a good top dressing. They require a compost made of fern fibre and live sphagnum, with a little broken charcoal. It is very important that they have good drainage. They are grown both in baskets and in pots, but the former seem especially good for such varieties as devonianum, chrysanthum, Wardianum and Pierardii superbum.

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CHANGES AMONG GARDENERS.

Recent changes among gardeners are as follows:

Albert H. Laine, formerly gardener to Mrs. H. M. Hanna, Jr., Willoughby, O., is now with Warren Cichnell, Cleveland, O.

Robert Cochrane has accepted the position of gardener on the Bradley Martin estate, Westbury, L. I. He was formerly at Valley Ridge Farm, Mt. Kisco, N. Y.

Herbert Stuart is now gardener on the estate of H. B. Sherman, Long Beech Farm, Augusta, Ga.

George Alcock, formerly of Chappaqua, N. Y., has been appointed gardener for Miss M. M. Newall, Bedford Hills, N. Y.

Nicholas Tabb is now gardener for Benson B. Sloane, Cedarhurst, L. I., N. Y.

John D. Wilson has left Greenwich, Ct., and taken the position of gardener on the H. H. Dow estate, Midland, Mich.

Chas. Swain has taken the position of gardener on Mrs. M. Perkins estate, Chester, Mass.

Theodore Chase is now gardener for Miss Marshall, Williamsburg, Va.

Charles Miller has been appointed gardener to Miss G. Arentes, Dumbar-ton, Va.

John David Boyd, formerly of Newport, is gardener at the J. E. Barbour estate, Paterson, N. J.

Paul Powers has accepted the position of gardener to Charles Sherman, Oyster Bay, N. Y.

William Barron is now gardener on Prospect Farms, Maplewood, N. J.

Alexander Michie has been appointed superintendent on the Childs-Frick estate, Roslyn, N. Y.

William Allen has secured the position of gardener to Leroy Frost, Nyack, N. Y.

Paul Hamer is now gardener on the T. Tower Bates estate, Convent, N. J.

Alexander Sherriffs has accepted the position of superintendent on the Henry Sanderson estate, Oyster Bay, N. Y.

Felix Woods succeeds Alexander Sherriffs as gardener to Mrs. F. S. Smithers, Glen Cove, N. Y.

REUTER AS A TRAP SHOT.

Since the old days when clay pigeon shooting was a part of the entertainment at the S. A. F. Conventions, the florists have dropped out of prominence excepting as they may be known as shooters locally. L. J. Reuter of Watertown, Mass., put himself in the lime light on Monday and Tuesday of last week at the annual Patriots' Day shoot of the Boston Athletic Association. This is an annual event and

shooters of prominence from all over the country attend. The New York Athletic Club sent over two teams in competition and it was the best Patriots' Day shoot ever had at the B. A. A. traps at Riverside. In a field of 150 shooters, Reuter stood in 11th place, which is an enviable mark considering the class represented. He was tied high gun in his class for the

two days on the full program of 300 targets, and lost in a shoot off by 3 targets.

W. E. McKissick, of the Leo Niessen Co., of Baltimore, has been laid up for some time as a result of a strain occasioned when helping to move some heavy cases of plants.

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye).....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
Farquhar's Giant Red	1.75		

Sow Now For Strong Spring Plants**ANTIRRHINUM**

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed,

LOBELIA. Farquhar's Dark Blue, Dwarf.....	1/16 oz., \$1.25; 1/4 oz., \$2.00
PETUNIA. Farquhar's Ruffled Giants Mixed.....	1/16 oz., \$4.00
SALVIA SPLENDENS BONFIRE	1/4 oz., \$1.00; oz., \$3.75
SALVIA SPLENDENS COMPACTA	1/4 oz., \$1.00; oz., \$3.50
SALVIA SPLENDENS	1/4 oz., \$0.75; oz., \$2.25
SALVIA ZURICH	1/4 oz., \$1.50

VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White,	1/4 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00
---	---

VERBENA. Farquhar's Mammoth Hybrids Mixed,	1/4 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00
--	---

VINCA. Bright Rose, White with rose eye, Pure White.....	1/4 oz., \$0.50; oz., \$1.75
--	------------------------------

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BOSTON, MASS.

STUMPP & WALTER CO.**Seeds and Bulbs**

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Bolignano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A
CENTURY
Special Price List to Florists and Market
Gardeners. Write for a copy at once—it
will save you money.

J. BOLGIANO & SON
BALTIMORE, MARYLAND

EVERYTHING IN CUTTINGS AND
SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

'ROMAN J. IRWIN
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GARDEN SEED

BEST CARROT, PARSNIP, RADISH and
GARDEN PEA SEED in variety; also other
items of the short crop of this past season
as well as a full line of Garden Seeds, will
be quoted you upon application to

S. D. WOODRUFF & SONS
82 Day St., NEW YORK and ORANGE CONN.

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W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS
Horticultural Sundries

166 W. 23rd St., NEW YORK

Little Talks on Advertising

I have been greatly interested to note the extent to which florists in many parts of the country are having their imaginations stimulated by the slogan "Say it with flowers." During the past week a number of instances have come to my attention where florists have thought out an elaboration of the slogan so as to give a forceful and advertising appeal. No doubt the originators will make no objection if other florists pattern after them.

The Park Floral Company, of Cleveland, Ohio, has a very pretty advertisement in the Cleveland Press, which starts off in this way:

SAY IT WITH FLOWERS

The language that all understand. They will be delivered on time to any address in Cleveland or anywhere in United States.

Although special emphasis is given this point of prompt delivery anywhere, the advertisement also contains a special for Saturday in the following line:

All Spring Flowers \$1.00 per dozen.

The Kane Greenhouses, of Kane, Pa., have evolved another way of using the slogan. Their advertisement in large type reads as follows:

SAY IT WITH FLOWERS At Popular Prices.

The advertisement is elaborated by the explanation that this is an after-Easter sale and is made possible by the fact that some of the bulbs and plants failed to bloom in time for Easter. Accordingly they are being disposed of for half the price they were intended to sell for. As there are sure to be bargain hunters even among flower lovers, it is safe to say that this particular advertisement brought many buyers. Of course such an ad. can be used only when there is a surplus stock, but it offers an excellent means of obtaining a good clean-up.

These special sales, by the way, are growing in popularity, as is evidenced by the advertisement appearing in different papers. The Kochs Flower Co., of Alliance, Ohio, recently put out a big advertisement announcing a week end flower special. This included both cut flowers and potted plants. I think that there is much merit in selecting a special day for special sales. This plan is less likely to have a cheapening effect on the store's business, especially if the difference in prices is quite marked on that special day. Many

LILY BULBS FROM STORAGE

GIGANTEUM, RUBRUM, ALBUM, AURATUM
MELPOMENE, LILY OF THE VALLEY

Careful storage, prompt express shipment on dates as arranged

THESE
READY
NOW

GLADIOLUS, TUBEROSES,
CANNAS, CALADIUMS

WRITE
FOR
PRICES

VAUGHAN'S SEED STORE

43 Barclay St., NEW YORK CITY 33 W. Randolph St., CHICAGO, ILL.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6267
5948

WELCH BROS. CO. 262 DEVONSHIRE STREET
BOSTON, MASS.

people will wait for special sales for a time, but eventually they will find it necessary or desirable to have flowers on other days, and in this way become permanent customers. It is worth while to make special sales at intervals, even if the profit is cut to the quick. This point, however, about having such sales on some special day or when some unusual occasion warrants it, is one not to be overlooked.

Hody & Tulea, of Elyria, Ohio, evidently have some such thought in mind when they advertise in the local paper, "Two dollar values for one dollar and one dollar values for fifty cents but on Saturdays only." This concern, by the way, has a somewhat catchy motto which is, "Better quality for less money."

The Annex Flower Store, of Cleveland, advertises a special cut flower sale every day, but I submit that an advertisement of this kind loses its force. It stands to reason that prices which prevail every day cannot be special, and there must be a feeling in the minds of the public that possibly the quality is not as good as offered at other places where higher prices prevail.

Schneider, of Springfield, Ohio, makes generous use of advertising space, and usually has something out of the ordinary to say. In a recent issue of the Springfield News, for example, his advertisement is headed by this question in large black type:

"Why wait until your friends are sick before sending flowers?"

He then goes on to say:

"Of course we all like to receive flowers when we are sick, but we can appreciate them more when we are in good health."

It seems to us that this is a very logical argument and one which is certain to have weight with the buying public.

To go back once more to the national slogan, I find that J. C. Botkin & Sons, of Urbana, Ohio, have been able to incorporate the line into verse. A recent advertisement of this concern is headed with this bit of rhyme:

"Your neighbor has got a brand new boy,

As welcome as April showers;
You want to wish them lots of joy
So say it with flowers."

It strikes me that here is a bit of originality that deserves success.

If I might make one suggestion, it is that the meter would be greatly improved by inserting an extra foot in the last line. Run the poem over with the last line changed to read:

"So why not say it with flowers?"

And see if the rhyme doesn't fall more pleasantly on the ear.

CHRYSANthemum ROOTED CUTTINGS

3,000 EARLY FROST
1,500 YELLOW BONNAFFON
500 SEIDWITZ
500 WHITE BONNAFFON
250 CHIEFTAIN

\$3.50 per 100 \$30.00 per 1,000

W. D. HOWARD MILFORD, MASS.

FOR SALE OR RENT

FOR SALE Connecticut florist establishment running to full capacity; 3 large greenhouses, 2 heated by hot water; 9 room improved dwelling; barn; henery; 40 acres of land; 20 acres well adapted for trucking and nursery; horse, cow, heifer; 100 fowls; machineries; tools. Price \$7,000. RACINE'S FARM AGENCY, Danielson, Conn. Enclose 10c. for farm catalog.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

If the school of horticulture for women at Ambler, Pa., does not attract a host of students this season, it will not be due to any lack of good publicity literature on the part of the officers. A circular which has just reached my desk from the able and popular director, Miss Elizabeth Leighton Lee, is exceedingly well written. It starts off as follows:

"There are girls who can dig a bed as well as make a bed. They can plant a tree, prune it, spray it and harvest the fruit. They can plant, cultivate and pick vegetables. They can plan a flower garden, raise the plants, dig the bed, plant it, mulch it and do all the technical and untechnical things."

Then the author of this circular brings in a bit of verse which instantly catches the eye and brings a smile: "She does not look so large and stout, And yet they say she laid that garden out."

With all the qualities already ascribed to the Amber girls, it is probably safe to say that they could also lay out any man who dared to criticize their skill with the hoe, the rake or the pruning shears.

Good General Farmers

These girls, however, do not stop with purely horticultural activities. They can also milk the cows, care for the poultry, and swarm the bees. Their training all along the line embraces every feature of the work which they undertake. In the greenhouse, for example, they learn the management of the furnace as well as the care of the plants and the forcing of vegetables. Added to all this—and here is a point of no little importance—they learn the scientific side as well as the practical side of their work. In other words, they know what they are doing and why they do it, which is more than can be said of some men I have seen in greenhouses.

All joking aside, the work of the school of horticulture for women at Ambler is proving of greater value than even had been anticipated when

the school was started. The fact has been demonstrated here as in England that women are well suited for many phases of horticultural endeavor. To be sure, it is a new profession for women, and it is not so easy now as it will be for employers to realize that they can fill the bill. Yet many of the older avenues of employment open to women, such as typewriting, stenography and teaching, are overcrowded, at least in places where the salary is at all adequate. To be sure the financial returns from horticulture are not as high in proportion as in some other lines of work, yet it opens a new field for women and one in which there are many possibilities. Apparently trained women have no difficulty in finding good positions. Even if the graduates of the school get married, which many of them do, the knowledge which was acquired at the school can readily be practiced at home, often in such a way as to make the home keeper a money maker as well.

Has the School Proved Itself?

With one exception all the graduates and many of the Special Course students are working along horticultural lines, either in positions, professionally for themselves, or on their own places. Several are "Consulting Horticulturists," Superintendents of Estates, and teachers of large school gardens. One, who occupied a position at the University of Tennessee acting partly under the government in connection with the Smith-Lever Act for the promotion of Agriculture, has just accepted a position in gardening in a model village in the cotton mill district in the south. The school enrolls pupils from all over the country.

It is neither a self-supporting nor a charitable school, but one which was founded several years ago by a number of public spirited women who realized the need of a new and healthful outlet for women in business.

The fees are kept as low as possible in order that women of limited means may be able to avail themselves of the opportunity offered.

Healthful recreation as well as work is encouraged. Outdoor plays and masques are favorite amusements. One particularly charming play was given in a newly cut wheat field. It was an evening when the whole earth and sky were flooded with that wonderful light which comes at the time of the setting of the sun and the rising

MICHELL'S FLOWER SEED

CINERARIA

Our Grandiflora Prize Strain cannot be excelled for size and beautiful colorings.

	½ tr. pkt.	tr. pkt.
Grandiflora Prize. Dwarf...	\$.60	\$1.00
Grandiflora Prize. Medium		
Tall60	1.00

PRIMULA CHINENSIS

(Chinese Primrose)

A superb strain grown by a specialist.

	½ tr. pkt.	tr. pkt.
MicHELL's Prize Mixture. An even blending of all colors.	\$.60	\$1.00
Alba Magnifica. White.....	.60	1.00
Chiswick Red. Bright red..	.60	1.00
Duchess. White, with zone of rosy carmine, yellow eye.	.60	1.00
Holborn Blue.....	.60	1.00
Kermesina Splendens. Crimson		
son60	1.00
Rosy Morn. Pink.....	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type, flowers much larger

	tr. pkt.
Lilacina. Pale lilac.....	\$.50
Kermisina. Deep crimson.....	.50
Roses. Pink.....	.50
Alba. White.....	.50
Hybrida Mixed.....	.50

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO.
518 Market Street Philadelphia, Pa.

of the moon in July. A poppy swayed gently in the wind and a patch of cornflowers stirred and quivered in delight. A bee from a neighboring hive darted hither and thither sipping honey first from one flower and then from the other; and they lifted their heads and welcomed his friendly kisses. But, the poppy and the cornflowers and the bee were large, strangely large, and oh! so pretty! Why, they were girls—just girls, after all, in a flower masque—taking part in the commencement activities of this new kind of school.

Women Workers Needed.

Altogether the school has taken an important place among educational institutions in this country. I am sure it deserves all the help which it can be given by gardeners, florists and everybody interested in horticulture from any angle. There are gardeners no doubt who have never thought of sending their girls to such an institution, perhaps not realizing that a school of this kind existed. Yet it might be the most desirable form of education which they could receive. Gardeners, too, can make no mistake in speaking a friendly word for the school. There may be a certain feeling among narrow minded men that it is not good to have women enter the profession, but in my opinion the time is coming when women will be found in greenhouses and doing all kinds of farm and garden work everywhere, and that fact may as well be accepted now as later.

BOSTON FLORAL SUPPLY & SNYDER CO.

Wholesale Florists

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Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the east. We manufacture artificial flowers, baskets, wire frame, etc., right in our own factory. We preserve our own cycas leaves. Try us out in one way or another.

FUTTERMAN BROTHERS

After May 1st, we are moving into larger headquarters on the opposite side of the street, 101 WEST 28th STREET.

Consignments solicited Returns Daily. Payments Weekly
Telephone Watkins 9761

WILLIAM F. KASTING Co.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

Would like to handle consignments from growers of good Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

55 West 26th Street, New York City

PARCEL POST BOXES

GET OUR LIST

Climax Manufacturing Company

Makers Highest Grade

FLORIST BOXES

CASTORLAND

NEW YORK

A BIT OF CONSTRUCTIVE CRITICISM.

During the past few years of constructive building of our Association and with the all enduring foundation which had been previously built and with which our F. T. D. and its principles have flourished and is still furthering its progress, may we not feel doubly proud of our accomplishment and progress.

With the ever growing increased volume of telegraph delivery business of flowers, who can afford to say that he will not join? During the past year many vicissitudes have arisen due to strikes, storms, etc. which would have made the sending of flowers impossible, yet through our organization we were able to cope with almost every situation.

Occasionally, however, we get an order to someone who hasn't the slightest conception of business, evidently, whereby a floral piece is ordered and because of the scarcity of flowers, or something else, several days afterward, will come a note saying that it was impossible to fill the order, and not having the foresight to use something at least, to fill the want as best he could.

Now, the purpose of this article is this: that in the event of anyone receiving an order, regardless of conditions, fill it as best he can, but send something, so that the customer on the other end, will feel that you did the best you could. Don't come back with the answer, "no flowers to fill your order." Use leaves foliage, plants, or whatever possible under the circumstances, but do something to prove that at least you had some

conception of the other fellow's feelings. This will go a long way towards helping our F. T. D. orders. This occurs mainly in small towns.

Unquestionably, many of you have had this experience or a similar one, and if this simple remedy mentioned above, is applied to the case, it will go a long way toward helping the small weaknesses we have had happen several times.

With the hope that this will attract the attention of those who have had occasion to have this occur and profit by past experience and the desire to further improve one of the petty little things that creep into our F. T. D. business, will say that we are to be congratulated on the wonderful strides already made. We are also proud of the fact that florists generally are on the job in regards to the promptness of meeting their obligations when bills are due one another. This is particularly gratifying as it is one of the most essential and encouraging steps into furthering progress and it reminds us of John Randolph who said, "I have discovered the Philosopher's stone that turns everything into gold; it is, pay as you go."

This is one of the essential steps to progress so keep it up for further success.

HENRY PENN.

GENERAL NEWS.

Horace F. Merrill and Clayton L. Holtman have bought the A. L. Merrill greenhouses at Sayre, N. Y. The new concern will be called the Sayre Floral Co.

Charles Buxton of Nashua, N. H., has been in Boston the past week buying heavily to take care of funeral orders.

Ground has been broken for the erection of a new flower shop at Worcester, Mass., to be carried on by the Quarry Floral Co. This company already has three large greenhouses on the adjoining property, and the new store will give them a fine plant. C. W. Fisher is the architect.

Edward C. Scott, for some time manager of the Westminster Greenhouses at Providence, R. I., has resigned and will take up farming in Connecticut.

Every Reader of "Horticulture" Needs

DR. L. H. BAILEY'S BRAND NEW Standard Cyclopedia of Horticulture

Six large quarto volumes. More than 3,000 pages. 24 full page exquisite color plates. 96 beautiful full page halftones. More than 4,000 text engravings. 500 Collaborators. Approximately 4,000 genera, 20,000 species and 40,000 plant names.

THE New Standard Cyclopedia of Horticulture has been freshly written in the light of the most recent research and experience. It is the fullest, the newest, the most authoritative of all works of its kind and constitutes the most conscientious attempt that has ever been made to compress the whole story of our horticultural thought, learning and achievement into one set of books. It is both an Encyclopedia and a Manual.

A Few of the Many Important New Features

Key to Identification of Plants This is a device to enable one to find the name of a plant. The name thus found is quickly referred to under its alphabetical location, where full information will be found in regard to it.

Synopsis of Plant Kingdom This is one of the most important features of the new edition. It constitutes a general running account of the classes, orders, and groups of plants, with a brief sketch or characterization of 215 of the leading families comprising those that yield practically all the cultivated plants. These family descriptions give the botanical characters; the number of genera and species and the ranges; a list of the important genera; brief statements in regard to the useful plants; and diagrammatic illustrations.

Illustrations There are 24 colored plates; 96 full page halftones; and more than 4,000 engravings which serve as guides in the text.

The Glossary This is an analysis of all technical terms that are used in the work and in similar works. It comprises botanical and horticultural terms with brief definitions.

Translation and Pronunciation of Latin Names In Volume I is inserted a list of between 2,000 and 3,000 Latin words used as species—names of plants, giving the English equivalent or translation and the pronunciation.

Class Articles Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles: Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

General Index The final volume contains a complete index to the entire work, enabling the reader to locate volume and page of any subject he has in mind.

The complete set of six volumes, bound in decorated buckram, will be delivered to you for only \$6 down and \$6 a month for 6 months, until the full amount of \$42 has been paid. Cash price \$41.

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Enclosed find \$6 for which send me the "Standard Cyclopedia of Horticulture" in buckram, and I agree to pay you \$6 per month for 6 months until the full amount of \$42 has been paid. (Or cash with the order.)
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Principles and Practice of Pruning

By M. G. KAINS

Lecturer on Horticulture, Columbia University

Few practices in the handling of plants, especially fruit bearing plants, attract so much interest as do those of pruning. The methods are so varied, the results so diverse, and the opinions of growers so apparently contradictory that this subject is always one of the most interesting, and the surest to hold attention and arouse discussion.

Particularly during the last ten or fifteen years when the principles of plant physiology have been more and more satisfactorily applied to plant production and management has interest settled in pruning. During the latter half of this time also more and more investigations and tests have been conducted by experiment stations and other workers to test out methods and principles in the interest of science and for the benefit of growers. The accumulation of such new knowledge has become very considerable especially in the last decade, but it is necessarily so scattered that very few growers have access to it, hence the demand for a book, which shall present the really important features of these investigations as well as set forth the fundamental principles based upon the laws of plant growth.

This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices. The author has spared neither time nor expense in gathering his photographs, each one of which tells its story.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Mature Trees and Odd Methods of Pruning and Training, rejuvenating Neglected Trees and Practical Tree Surgery.

Profusely illustrated. 400 pages. 5½ x 8 inches.

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78 Devonshire Street

Boston, Mass.

Plant Propagation, Greenhouse and Nursery Practice

By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of HORTICULTURE at publisher's price, \$2.00.

HORTICULTURE PUBLISHING CO.

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WHOLESALE FLORIST,

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Roses, Carnations, Callas, Sweet Peas,
Plumosa, Strings and Bunches, Adiantum,
and a full line of all other Greens.

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CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

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10,000....\$2.50 50,000....\$11.00 Sample free.
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FLORIST SPECIALTIES
New Brand New Style
'RIVERTON' HOSE

Furnished lengths up
to 500 ft. without seam or
joint.

The HOSE for the FLORIST

1/2-inch, per ft., 22 c.
Reel of 500 ft., " 21 c.
3/4-inch, " 20 c.
1-inch, " 19 c.
Reels, 500 ft., " 18 c.

Couplings furnished with-
out charge

HENRY A. DREER
714-716 Chestnut St.
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**HOW DEUTZIAS ARE FORCED.**

When Deutzias are to be forced, it is better to grow plants solely with that end in view rather than lift bushes from the shrubbery for forcing, says a writer in Gardening Illustrated. When grown for forcing, the cultivator naturally directs the energy of his plants to the production of the best flowering wood, all else being cut away. Thus he can secure plants of a size easily handled, and capable of producing the maximum number of flowers in the shortest possible time. To obtain suitable plants, he takes cuttings of young shoots three or four inches long in June or July, and inserts them in sandy soil in a close and warm frame. Roots are formed quickly, and the young plants are ready for planting in well-worked, loamy soil in August. They can be placed six inches apart in rows fifteen inches apart, and be left for fifteen months. During the following summer the shoots are restricted to three or four on each plant, all else being cut away as they appear. In October they are lifted. If small plants are required for forcing, the best are taken, the others being replanted twelve inches or fifteen inches apart in rows eighteen inches apart, the object being to allow plenty of light and air to mature the shoots. In February cut the plants down to within two or three inches of the ground, and when new shoots appear restrict them to from nine to twelve on each plant. During the summer these shoots will grow from fifteen to twenty inches long, becoming well ripened during autumn. In October lift them and place them in 6-inch or 7-inch pots, plunge them in ashes, and force as desired. After forcing, cut all the flowering shoots back to the point where a strong young shoot appear, keep the plants in a structure free from frost until they can be planted out in the nursery again, and feed them with manure-water. Remove weak growths, so that all the vigor of the plants is directed into the production of strong shoots, and as soon as danger of frost is over, plant them in rich soil. As a rule, it does not pay to keep the plants for more than three years or four years, a succession of young plants giving better results and less trouble than bothering with odd ones. By rooting cuttings from forced plants in March and planting them out in May a growing season may be gained.

In addition to *D. gracilis* and *D. Lemoinei*, the following species, varieties, and hybrids are suitable for forcing:—*D. compacta*, *D. discolor*, *D. longifolia*, *D. parviflora*, *D. purpurea*, *D. campanulata*, *D. carminea*,

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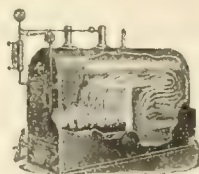
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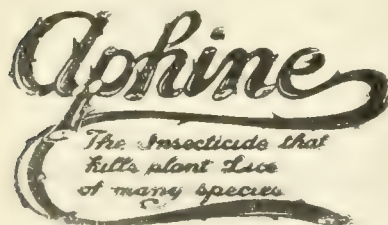
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A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

¼ Pint, 30c.; Pint, 50c.; Quart, 90c.;
½ Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.50; 10 Gallon Can, \$20.00.
Direction on package.

LEMON OIL COMPANY

Dept. S. 428 W. Longfellow St., Baltimore, Md.

SEEDLING TREES.

We have written of the wild flowers, mossy lichens and stones which can be shown in our miniature Wild Gardens in May. We have not mentioned the beautiful little seedling-trees which could be used with good effect. Later in the summer those tiny trees seem lost in the general growth of our forests. This is partly because they lose the beautiful red color which graces these little maples in May, or the exquisite soft velvety red and silvery white of the oaks. For a dark effect or background the seedling cedars or small pines could be shown.

If we go to the woods for material for our Wild Gardens we will come home with our hands full of treasures of which we had not thought when setting forth.

This spring a package of wild plants was sent to us from Mount Vernon in the state of Washington. Thirty ferns of various kinds with roots of salmon berries and wild blackberries. Tucked in among the larger plants were some Tiarallas or foam-flowers, some rattlesnake's plantain and a pretty little vine. Coming in the midst of a blizzard, it seemed to bring the very breath of the woods of Mount Vernon with it.

The ferns were so carefully packed with moss around their roots, that they began to grow as soon as they were taken out from their canvas-cover and placed in a box till the beds by our wood road were open.

The whole package came as a return for a paper on Japanese Wineberries, written for HORTICULTURE last summer. The Wineberries were wanted for trial in Mount Vernon, the Salmonberries in Weston. Later in the season we will describe the Salmonberries. Now about all that we know of them is that we have wanted to grow them ever since our return from Alaska. We also want to watch the little yew or taxus and the Libocedrus decurens or cedar seedlings which were included in the package.

M. R. CASE.

Hillcrest, Weston, Mass.



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For Greenhouse
Glazing
USE IT NOW
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The Florists' Standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House Order, or write us direct for prices and freight rates.
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GREENHOUSE GLASS
Free from Bubbles
Uniform in Thickness
PAINTS and PUTTY
Greenhouse White (Semi-Paste) The Patent Particular Florists Prefer
It will pay you to get our estimates.
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FLOWER POTS
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Rooted cuttings, subject to prior sale. 2000 Alice, 1750 Nancy, 6000 Matchless, \$4 per 100, \$35 per 1000. 1100 Doris, 200 Belle Washburn, 650 Ward, \$6 per 100, \$50 per 1000.
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Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. **I. L. PILLSBURY**, Galesburg, Ill.

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THE BEST
In Novelties and Standard Kinds. Catalogue on Application.
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DAHLIAS
Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. **JOHN P. ROONEY**, New Bedford, Mass.

15 choice tubers, no two alike, each labeled, my selection several classes and colors, \$1.00—retail value about \$3.00. Surplus stock—one tuber may be worth entire cost. 7 sets (105 dahlias), \$5.00.
Complete collection 30 plump dahlias, all different, labeled true to name, \$2.00.
Dozen, all different, either Ball, Cactus, Decorative, Peony or single, labeled, my selection colors, \$1.00.
Standard cut-flower sorts, White, Pink, Yellow or Red, doz. \$1.00, 100 \$6.00, my selection varieties.
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HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas and Laello-Cattleyas our specialty. One trial order solicited.

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Ampelopsis Veitchii, new seed.... 25c. oz.
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Live Sphagnum Moss, orchid peat and orchid baskets always on hand. **LAGER & HURRELL**, Summit, N. J.

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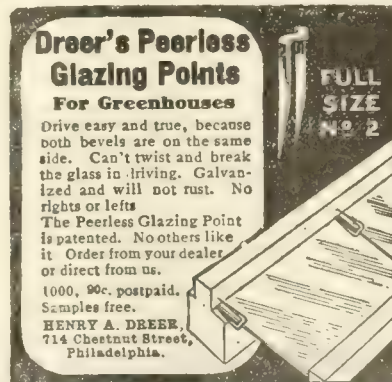
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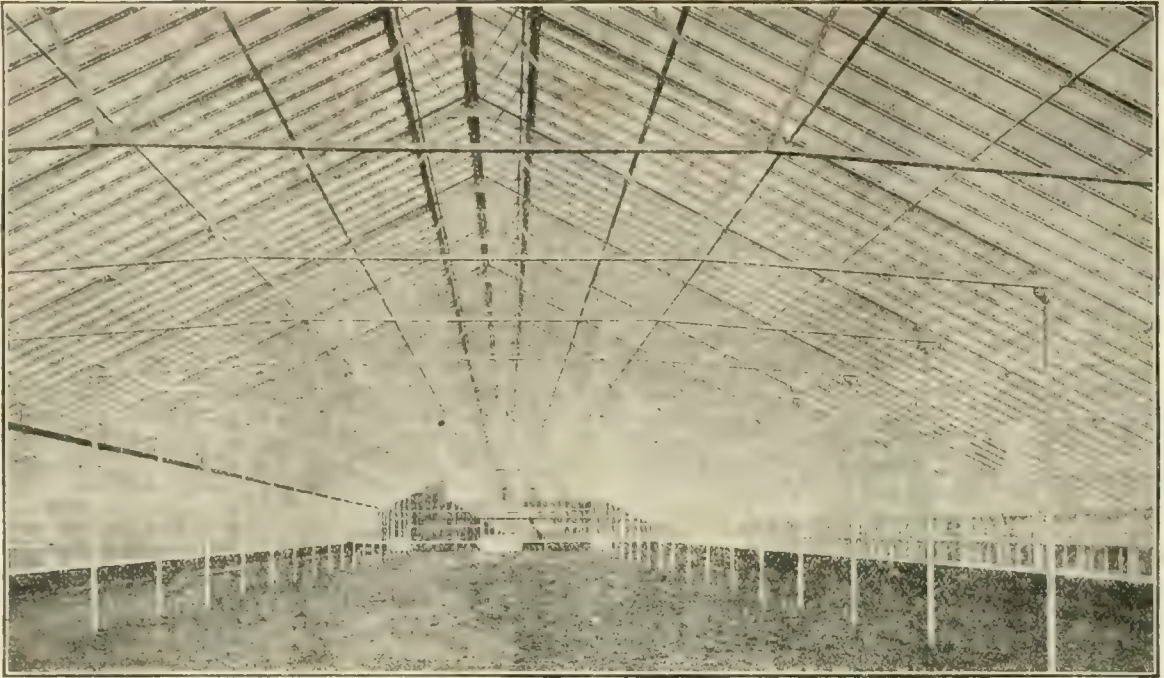
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One working foreman. Two men for general greenhouse work.
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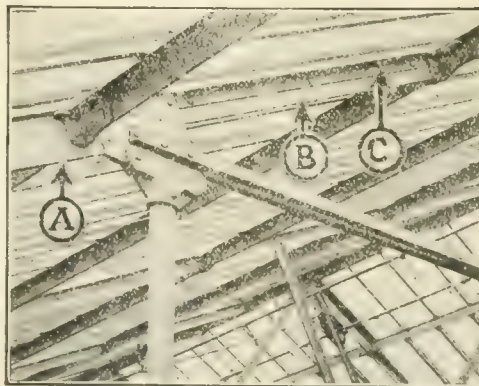


The Rafters in Heacock's House

In our last two ads. you will recall we called especial attention to the great width between the two columns in our 78 foot house. Now let's see how and what our rafters are that such a thing can be done and the house have ample strength and rigidity. From the column to the ridge we use a rafter $3\frac{1}{2}$ inches deep and $\frac{1}{2}$ inch thick, on one side of which is hot riveted a $1\frac{1}{2}$ by $1\frac{1}{2}$ by $3/16$ inch angle.

See b and c on center illustration. This angle prevents the rafter bending or buckling sideways. Compare in your mind the amount of shade a rafter of that size casts in connection with the trussing necessary in two column houses.

From the column to a point just above the grade line we run one solid rafter and post combined. It measures 5 inches wide and $\frac{1}{2}$ inch thick. See on above cut.



Bear in mind that there are no welds or splices of the rafter with the post.

They are in one solid piece from column to the heavy cast iron post base; the latter embedded in concrete 12 inches below grade. Such a rafter and post combined needs no trussing. Every point is as strong as every other point. There are no weak spots. No spots requiring stiffening or strengthening.

Now look at that column cap and see how rugged it is. Note how its many bolts binds the rafters and column securely together. Don't lose sight of the fact that the cap is bolted through and through the column. No possibility of a slip off with that cap.

Be on the lookout for our next ad. about more of the strong points of this Samson like construction of ours and remember that we go anywhere for business, or to talk business.

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General Offices and Factory: Elizabeth, N. J.

NEW YORK
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NEW YORK
BOTANICAL
GARDEN

Vol. XXXI

MAY 8, 1920

No. 19

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We shall offer for 1920 the three New Roses:—

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We want you to know them. May we send you full descriptions? Your request will bring it.

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Some wonderfully choice specials at...	
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We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

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at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots.....\$3.00 per dozen, \$20.00 per 100
Extra fine specimens: 6-inch, \$1.00 each; 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

NEPHROLEPIS:		Each
Elegantissima, elegantissima compacta, 3½-inch.....		\$0.25
Muscosa, 3½ inch.....		.35
Muscosa, 5-inch.....		.75
Elegantissima and elegantissima compacta, 8-inch.....		2.00
Elegantissima and elegantissima compacta, 10-inch.....		4.00
Packing extra.		

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Three inch pot plants ready for immediate shipment. \$1.00 per doz., \$5.00 per 100, \$40.00 per 1000.

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HARDY ENGLISH IVY

3-inch. \$4.00 per 100. \$35.00 per 1000.

Good, strong stock. The 3 and 4-inch are heavy stuff. 2-inch \$2.75 per 100. 3-inch \$3.75 per 100. 4-inch \$12.50 per 100. Alternantheras, Alyssum, Double Giant and Dwarf, Dusty Miller, Lobelia, Crystal Palace Gem, Achyeanthes, assorted; Lantanas, assorted; Hardy English Ivy, assorted; Heliotrope. All two inch \$2.75 per 100, \$25.00 per 1000.

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WHITE MARSH, MARYLAND

Henry H. Barrows

FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY
CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. WEST GROVE PENN., U.S.A.
Robert Pyle, Pres. Antonio Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

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Gladioli and Dahlias

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Wenham, Mass.

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SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL
Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application
16 So. Market Street
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Burpee's Seeds

PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES
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FOR PROFIT

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Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2-August 28
Write for Circular

SCHOOL OF HORTICULTURE
Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H.

Department

NATIONAL PUBLICITY CAMPAIGN.

The Skinner Irrigation Co., of Troy, O., in sending a cheque to double their subscription to our Campaign Fund write, "We certainly appreciate the fact that a wide advertising of this slogan results in more business for us, and it seems rather strange that so many of the florists require urging to contribute to this fund."

The Skinner people are quite right. It is strange. And it becomes more strange as the benefit resulting from the small investment we are able to make with the fund available piles up. The florists do not realize the worth of that slogan—its worth in dollars and cents. We have often called attention to this fact, especially as it is brought home to this office. Only last week we received a communication from a large advertising agency in St. Louis requesting permission to use the slogan, merely as a reference, in a page advertisement they were placing in the Saturday Evening Post, as part of a series entitled "Signs of Friendship." In making the request they said, "As you know, in Holland the hospitality of the natives is best expressed by their presentation of flowers to strangers. We have capitalized this thought in the painting of K. M. Ballantine, a proof of which we have attached hereto, the text of this advertisement beginning with the phrase 'In Holland they say it with flowers.' Your slogan 'Say it with Flowers' has been so extensively advertised that it will be at once recognized in this copy of ours, and for that reason has a particular value to you as additional publicity for your organization."

It may be said right here that the slogan has proved so attractive that we have had a very great deal of this additional publicity. The issue of "Judge" for April 24, contained a full page sketch demonstrating a novel use for flowers, captioned by our slogan. This sketch, by the way, is reproduced in the May issue of our Society's "Journal."

These examples serve to show how our slogan is taken in the outside world. What if we had to pay for all this extra publicity. But we get it, simply because we are paying to establish the slogan. The "we" in this case means that small body of florists, loyal to themselves, loyal to their industry, and benefactors to those out-

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

Send For Our Catalogue.

J. M. THORBURN & CO.

53 Barclay Street
Through to 51 Park Place
NEW YORK CITY

THE HOUSE OF KELWAY

Has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

GIGANTEUM & HARDY LILLIES
GLADIOLUS CANNAS
AND OTHER SPRING BULBS

Write for prices

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CHRYSANTHEMUMS

147-187 Linden Ave.
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BOBBINK & ATKINS
NURSERYMEN, FLORISTS, PLANTERS
RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILUM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

For immediate shipment

ASPARAGUS PLUMOSUS NANUS
Seeds, \$2.75 per 1000. (Special prices for large quantities.)

BAMBOO STAKES

Natural and Green in all sizes—both domestic and Japanese.

Write for prices stating your requirements.

McHUTCHISON & CO. 95 Chambers St.
NEW YORK

side of their own group, the body we have often referred to as "George." Yes, George has been paying for it. And it looks as though George must continue to do this—to the shame of the large army of non-subscribers whose niggardliness keeps them aloof from the best game ever played in the interests of their own industry—the industry which insures their living, and which can be made to establish a patrimony to be enjoyed by their families when the builders are called West.

We need now more subscriptions. We are a long way from our goal, and the months seem to pass quickly. Won't you, Mr. Non-subscriber, help George just a little bit—help him to help you. Your cheque could never be appreciated more than now.

NEW SUBSCRIPTIONS

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated.

T. H. Keefe, Madison, N. J.....	\$7.00
Greenwood Carnation Co., No. Milwaukee, Wis.	75.00
Bertermann Bros. Co., Indianapolis, Ind.	75.00
McCrum's Drug Co., Lexington, Va.	10.00
Lodi Greenhouses, Lodi, Ohio.....	5.00
C. Merkel & Sons Co., Mentor, Ohio..	3.00
Minnehaha Floral Co., Sioux Falls, S. D.	10.00

Additional

Frank C. Siebert, Wheeling, W. Va.	5.00
Bassett & Washburn, Chicago, Ill. (1 yr.)	400.00
W.W. Bohn Floral Co., Wernersville, Pa.	5.00
George Lisburg, E. Hampton, N. Y.	7.00
Henry C. Woltwaite, Phila., Pa.	5.00
Gove, the Florist, Burlington, Vt.	5.00


	\$610.00
Previously reported	42,324.00
Total	\$42,934.00

EIGHTH INTERNATIONAL FLOWER SHOW.

The members of the Joint Committee representing the Horticultural Society of New York and the New York Florists' Club appointed with power to arrange for the Eighth International Flower Show—New York—met in the Secretary's Office on Monday, April 19. Organization of the Committee was completed by the election of the following officers: T. A. Havemeyer, chairman; John Young, 43 West 18th street, secretary; F. R. Newbod, treasurer.

It was decided upon March 14, 20, 1921 for the dates of the show—Arthur Herrington was appointed manager and his name added to the Committee—F. W. Payne was also added to the

BOX-BARBERRY



Have you seen a garden bordered with BOX-BARBERRY this spring? Every plant bright and green,—not a dead one. A strong contrast to the northern Buxus bordered garden, now either dead or sadly winter injured, brown and dejected looking.

Mr. Siebrecht, the veteran plantsman, on seeing the garden the other day shown in accompanying illustration, exclaimed with his characteristic enthusiasm, "magnificent, there is a fortune in it for the nurserymen."

We offer you well rooted dormant summer frame cuttings ready to set out direct into the nursery without further expense to you at

\$65.00 per 1000

ALL SOLD OUT OF LARGER SIZES

Many of the leading catalogue firms have already contracted with us for their supply for the ensuing season, and others are buying these **FRAME GROWN PLANTS** for their own planting preparing for the enormous demand which is sure to follow.

It is a safe statement that BOX-BARBERRY will soon be the plantsman's best seller.

The Elm City Nursery Co.
New Haven, Conn.

WOODMONT NURSERIES, INC.
Introducers.

Send for Trade Bulletin

IF in need of RELIABLE NURSERY STOCK

that is well grown, well dug and well packed

Send to the BAY STATE NURSERIES

Wholesale and Retail **NORTH ABINGTON, MASS.**

PLEASE YOUR CUSTOMERS

by furnishing them with

Framingham Evergreens, Trees, Shrubs and Roses

FRAMINGHAM NURSERIES **Framingham, Mass.**

We Have on Hand the Largest Stock of

BOXWOOD
All Shapes

RHODODENDRONS
Parsons' Hardy American Seedlings

1,000 BAY TREES All Sizes

MONTROSE NURSERIES

N. F. MCCARTHY CO., Props.

Nurseries: "MONTROSE"
Wakefield Center, Mass.

Office and Salesroom: 112 Arch St.
BOSTON, MASS.

Committee representing the International Exposition Company. This will be the last Flower Show held in the Grand Central Palace—after April 1, the building will be given over for the use of permanent exhibitions. The Committee decided it would be necessary to make radical changes in the

general arrangement of the show and this will be done. The Schedule Committee was appointed with Charles H. Totty as chairman and this schedule will be issued and distributed at an early date.

JOHN YOUNG, Sec.
New York City.

GERANIUMS

2 $\frac{1}{4}$ in. ————— 3 in. ————— 4 in.

Shipped in mixed lots only and include varieties

POITEVINE

— NUTT —

RICARD AND WHITE

Ready now. Order early.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

THE MARKET.

Stimulated by Mother's Day buying, the market all over the country has shown a decided upward tendency during the past week. It didn't begin to appear much until Wednesday, but on that date prices jumped quickly. Of course the demand for carnations was strongest, but with a growing scarcity of these flowers all things went up in sympathy. Roses in particular felt the rising impulse. The latter part of the week showed the market not only steady but strong, and on the whole inclined to be short.

The cool and cloudy weather naturally interfered with the supply of carnations, which also had its effect on the current prices. Altogether carnations were by no means over-plentiful for Mother's Day and sold pretty uniformly throughout the country at from 10 to 12c. There seemed to be a sufficient number of roses but they sold readily at from 10 to 30c. Callas have stuck around \$2 and \$3 per dozen.

Sweet peas are usually liked for Mother's Day, but the price does not seem high and there have been plenty of them selling for \$1 to \$3 per 100. Marguerites have gone especially well in the Pittsburgh market and are quoted at from \$4 to \$6. Gardenias were very short, few if any being offered in Buffalo or Pittsburgh. A few peonies have begun to show up in the Eastern market but in very scant supply, coming in of course from the South.

Buffalo has had a good sale of Bulbous flowers, daffodils bringing \$3 to \$5 and Von Sions \$3 to \$4. Tulips have sold from \$3 to \$4 also. Lily of the valley are bringing \$8 and \$10. Violets still remain at a low average, bringing not more than \$1 with light demand. Altogether, there was a

good, fair business, with the crop kept somewhat below normal by weather conditions.

BOSTON FLORISTS' ASSOCIATION.

This association held its last monthly meeting for the season at Hotel Westminster Tuesday night. Mr. Henry Penn presided, and about fifty members were present. The association was very well pleased with the treatment it received at the Hotel Westminster, having a good room and pleasant surroundings.

The table decorations were provided by Mr. Sidney Hoffman, who arranged them personally. They consisted largely of Ophelia roses in fine condition and made an excellent display. Mr. Hoffman was given a vote of thanks for his work.

In the course of the evening Mr. Penn spoke of the picnic which is to be held in July, and which it is expected will be as great a success as was the first picnic last summer. A committee to make plans for the event was appointed, this committee consisting of Mr. Hoffman, Mr. Nicholson and Mr. O'Brien.

The speaker of the evening was Mr. W. H. McMasters, a local newspaper man, who related many humorous anecdotes which created much laughter, although they did not have any close relation to flowers or the flower business. Several vocal solos were also rendered during the evening.

Altogether the affair was in the nature of an entertainment and but little real business was considered. The members seemed to think that it was a good plan once in a while to get away from the practical end of their work and have an evening of real amusement.

SPLITTING LOSSES BETWEEN SELLER AND BUYER.

Attention is now being called to the resolution offered and adopted at the regular meeting of the F. T. D. A. at Buffalo, N. Y., Oct. 13-14, 1919. It reads as follows:

"Whereas, the F. T. D. Association has been established upon the broad foundation of fair dealing; and

"Whereas, it is the conviction of this Association that the same spirit of fair dealing should prevail also in such transactions in which the wholesaler, grower and supply house are a party; and

"Whereas, in transactions, where goods are entrusted to a transportation company, and where such goods are lost or damaged, it has been the custom for the shipper to disclaim responsibility after delivery to such transportation company, resulting in the purchaser alone having to sustain all loss:

"Therefore, be it resolved

"Lost or Damaged Goods Agreement.

"The purchaser and seller in this transaction agree that in case of loss or damage of the goods while in the hands of the carrier, a joint claim will be filed with said carrier; the bill to be paid upon adjustment by carrier. Should claim be disallowed in whole or in part, then loss, inclusive of carrier's charges and costs of collection to be borne equally by purchaser and seller."

"And be it further resolved, that all members of this Association be furnished with a copy of this resolution, and be requested to use every effort to enforce the provisions of said agreement".

HORTICULTURE

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MAY 8, 1920

No. 19

THE TALK OF THE TRADE

Apparently the florists have something to learn from the department stores when it comes to florid language in advertising flower products. In a big advertisement put out by Bloomingdale's in New York, I find one corner given over to flowers and plants. The advertisement starts off by mentioning thousands of young rose bushes ready to set out, and states that they will make a city

courtyard into a garden beautiful or transform a suburban plot into a paradise of roses. That is a fairly flamboyant way of putting it, but not to be compared with the final expression of the writer when he comes to cut flowers. He cuts loose as follows:

"Pansies, velvet as night, golden as dawn. Sweet peas ready for a rosy flight."

Perhaps Mr. Penn will get this advertising word juggler to come over

and tell Boston florists how to give their advertising a true literary finish.

From all that I have been able to observe and hear, an unusual quantity of chrysanthemum stock is being planted this year and this has set me to thinking what the cause may be. The answer I get from different growers is that the uncertainty prevailing in the florist business is directly the cause. Many growers are at sea as to what quantity of coal they can get, and while they are not



Hardy Hybrid Delphiniums

at all in doubt about the high price they will have to pay, it raises the question whether it will be possible to operate their entire amount of glass. The serious problem of coal coupled with the labor troubles has led many a florist to plant for next year in a way that means a cutting down of his range. Some of them figure that it will not be possible to keep everything going at a profit, consequently they are planting heavily of chrysanthemums, and plan to let some of their houses remain idle until spring.

We may naturally look for an oversupply of flowers in the fall until the chrysanthemum season is over, but after that time the market is apt to be just the contrary. What flowering stock there will be available will certainly bring high prices. It remains to be seen if this prediction is accurate, but I think there are plenty of indications that will bear me out in saying that chrysanthemums will be over-plentiful, and after those are gone a stiff market will prevail through the winter.

The latest information regarding lily bulbs for this season would indicate that while no positive prices are fixed, the florist will be obliged to pay close to last season's market. There is a possibility that there will be a slight reduction; in fact, if the large bulb buyers are successful they may be able to work the price down \$5 to \$10 per case, but the Japanese are holding out at present for high prices and most crops are being bought subject to market at the time of harvesting.

If the high prices of the past season are going to cause the growers

to cut down their plantings, it may work out that the final price will be proportionately cut down. The same condition exists as to French bulbs. Their prices are set away up in the air, and the only thing that saves the American buyer is the rate of exchange coupled with the much lower cost of transportation than last year. If French exchange does not advance materially, paper whites and other French bulbs will sell at about the same price as last season.

We must not forget that we are going to have White Roman Hyacinths admitted this year, but they are going to be very high, not very far from \$60 per thousand.

Flower spikes of Delphinium, both Formosum and Bella Donna, have become a mighty good crop for the market, and some most excellent quality blooms have been seen in the different markets around the country. One of the most successful growers handling this crop has been Andrew Christensen of Stoneham. For the past few weeks he has been marketing excellent stock, and it has brought very good returns.

The very best Gypsophila that I have seen either this or any other year was at the store of H. M. Totman Co., Randolph, Vt. It certainly was excellent quality and I was glad to note that Mr. Totman had grown this stock in the way that I have recommended a number of times in these columns. He raises it in seed flats, shallow, poor soil, transplanted only once, and that means a minimum amount of labor and space needed. We know very well there is no sense in taking up valuable space and babying this crop along when the result cannot equal that of the flat-grown stock.

I was much interested in three neat ranges of glass that I saw in Vermont recently, namely those of H. M. Totman at Randolph, George Emslie of Montpelier, and Will Emslie of Barre, the two latter operating as Emslie & Co. These florists away up in Vermont have a very pleasing little business and all seem to be doing their full share. They are getting good prices, in fact are doing so well that both firms are planning to increase their glass this season. I was surprised to hear these men say that the question of coal did not worry them much. They get all that they need each year and seem confident that they will be treated in the same manner this sea-

Worth While Primulas

Malacoides Rohrerii. The best strain of Malacoides on the market. Years of patience have developed it to perfection. The beautiful shades of Rose Pink, Light Lavender and Snow White make it one of the most desirable and profitable plants to grow, not only as single plants, but for combination work it cannot be excelled. 100 1000
Pink and Lavender Mixed.
2 1/2 in. \$6.00 \$55.00
Pure White, 2 1/2 in. 7.00 60.00
Malacoides Townsendii, 2 1/2 in. 7.00 60.00
Obconica, Rosa, Gigantea, Grandiflora, Apple Blossom and Kermesina, 2 1/2 in. 7.00 60.00

C. U. LIGGIT

Wholesale Plantsman

Bulletin Building PHILADELPHIA

PANSIES

READY NOW

200,000 Fall Transplanted Pansies in Bud and Bloom

Superb strain, \$2.25 per 100, \$20.00 per 1,000. A few thousand extra large at \$3.00 per 100, \$25.00 per 1,000.

A trial order will convince you these are the best you ever had. You need them for your particular trade.

Forget-me-nots, \$5.00 per 100.
Cash, Please

LEONARD COUSINS, JR.

Concord Junction

Massachusetts

MICHELL'S FLOWER SEED

CINERARIA

Our Grandiflora Prize Strain cannot be excelled for size and beautiful colorings.

	1/2 tr. pkt.	tr. pkt.
Grandiflora Prize, Dwarf...	\$0.60	\$1.00
Grandiflora Prize, Medium		
Tall60	1.00

PRIMULA CHINENSIS

(Chinese Primrose)

A superb strain grown by a specialist.
1/2 tr. pkt. tr. pkt.

Michell's Prize Mixture, An even blending of all colors.	\$0.60	\$1.00
Alba Magnifica, White....	.60	1.00
Chiswick Red, Bright red..	.60	1.00
Duchess, White, with zone of rosy carmine, yellow eye.	.60	1.00
Holborn Blue.....	.60	1.00
Kermesina Splendens, Crimson60	1.00
Rosy Morn, Pink.....	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type, flowers much larger tr. pkt.

Lilacina, Pale lilac.....	\$0.50
Kermisina, Deep crimson.....	.50
Roses, Pink.....	.50
Alba, White.....	.50
Hybrida Mixed.....	.50

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO.

518 Market Street

Philadelphia, Pa.

Pachysandra terminalis

2 year old plants,

\$12.00 per 100, \$100.00 per 1000

Euonymus radicans

3 year old plants

\$12.00 per 100, \$100.00 per 1000

JAMES WHEELER

NATICK, MASS.

son. I'll say that they are in luck. Emslie & Co., are supplied with some wonderfully well-grown bedding stock, particularly geraniums and heliotrope. You couldn't find better stock anywhere.

Orchids in Canada

Mr. Peacock Writes Entertainingly About the Industry's Development

I have just returned from the sale of the furniture and effects of my old friend Geo. Hansen who leaves next week to spend the rest of his days—leisurely and happily I trust—in the Eldorado of most Canadians, the State of California.

Hansen it was who came to Canada seventeen years ago, after having added to his early experience gained in Denmark, the land of his birth, by seven or eight years hard work in an establishment in the north of England where valley pips and orchids were grown in small quantities.

Bringing his wife and family of six young daughters with him, he settled down in Brampton, and in less than a week began forcing valley pips at the Dale Estate greenhouses here at a time when 12½ cents per hour was considered a high wage.

Nearly two million pips a year were planted in the sand by the hardy Dane, who stuck pluckily to the job for a couple of years before he complained of its monotony.

What are you dissatisfied with?" the manager enquired of him one day.

"I'm not growling", he replied, "but I miss my orchids. They were like friends to me. I'm fretting for them."

"Do you think you could grow orchids in this country?" he was asked.

"I know something about them Hansen replied, and I think they ought to flourish well in Canada. I like to see them about me".

Nothing but the promise to procure fifty plants for a trial prevented Hansen from quitting his job, and in due time the assortment arrived and was potted and hung up by wires swinging from the rafters above the valley benches.

Naturally the shrivelled up looking plants did not bloom for many months, and nearly all the rest of the local flower growers on the Estate showed little fondness for what they regarded as a foreigner's foible, until one day an Odontoglossum Grande was born—twins in fact—and the growers passing through the valley section stopped to ask "What the devil's that thing you've got there?"

The name befogged their interest and frightened them away, but the manager came out to share with Hansen the delight of studying the firstborn. A month elapsed and then

a few of the Cattleyas appeared and managed to evoke sufficient enthusiasm to warrant the purchase of 300 or more plants of different varieties.

The demand from the retail florists in Toronto, Ottawa and Montreal at that time was so slight that, although right from the beginning the plants bloomed vigorously, the conservative Canadian flower loving public fought shy of the "funny looking things" and at fifteen cents each the flowers were a drug in the market.

Then gradually one or two really daring (?) florists in those progressive cities made up their minds to order half a dozen blooms occasionally, and began to use them in their window decorations. Meanwhile it remained for the New York wholesalers to discover that orchids were being grown at the Dale Estate, and that the clear atmosphere and bright weather fostered the cultivation of the most desirable exotic known in their trade. Packed very carefully and covered with cotton batting and tissue, the perfect blooms arrived in the Metropolis the following morning after they were despatched without a speck or blemish upon them.

Buffalo, Cleveland, Detroit and Chicago are only a few of the cities in the U S. A. that now receive daily shipments of orchids from the Brampton greenhouses, where they are packed and shipped every morning with the most scrupulous care. Whether the temperature stands at 30 degrees below zero or 95 in the shade, the attention given both by the growers and the packers is a warranty that stands

for the perfect delivery of the delicate blooms in ninety nine cases out of every hundred.

From fifty plants the number in five years grew to five thousand, and today the collection amounts to over forty-four thousand plants, is regarded by connoisseurs as the most attractive in North America, comprising as it does several hundred varieties of fifty-one different species.

Many of the plants were well established when Hansen left the greenhouses nearly twelve years ago to take up out door work, since which time nearly all the credit due for having developed such a healthy lot of stock has fallen to the lot of Wm. Jones, an English specialist from Southampton, who with an able staff of old countrymen working under him became positively obsessed by his job.

For some years Jones was greatly discouraged because the Canadian public failed to appreciate the aristocrat among flowers as he himself did, and indeed there does seem something paradoxical in the fact that not until after the armistice was signed did Canadians begin to take kindly to the choice blooms and the elegant sprays that now cost them four times as much as in the good old days before the war.

W. G. PEACOCK.

Brampton, Ont.

The railroad situation which has caused much trouble to growers in the East has been felt almost equally as bad in the West. In California the strike interfered greatly with the shipping of flowers, especially violets intended for the East. It is said that many orders could not be filled, not for lack of flowers but because of transportation difficulties.

THE ST. MARTIN AGAIN A CHALLENGE

Will anyone make the following claims for any Strawberry and prove the claims:

A strawberry that has been awarded a Silver Medal and 9 Cash prizes for 6 consecutive years. St. Martin has done this.

A strawberry of equal size and quality that will carry more than 400 miles in good condition. St. Martin has done this.

A strawberry of equal size, color, and quality, that produces as large berries at the last picking as at the first. St. Martin does this year after year.

As to quality of plants, and care in packing, I receive daily commendations.

For free Circular and Reduced Prices write to

LOUIS GRATON, Whitman, Mass.

HORTICULTURE

Established by William J. Stewart in 1904

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ADVERTISING RATES:

Per inch, 30 inches to page..... \$1.35
Discount on Contracts for consecutive insertions, as follows:
One month (4 times), 5 per cent.; three months (12 times), 10 per cent.; six months (26 times), 20 per cent.; one year (52 times), 30 per cent.
Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

To comply with a new Post Office requirement, when writing to HORTICULTURE, please use the following form:

HORTICULTURE, 78 Devonshire Street, Boston 9, Mass.
The city of Boston is divided into districts, and each district is numbered. If you will observe the number allotted to HORTICULTURE, it will facilitate the delivery of mail to this office.

Certainly it would be a unique experiment

Color if a plan which is being talked of in St.

Advertising Louis should be carried out. This plan

calls for the painting of all trucks and delivery wagons the same color. The scheme also demands that the slogan, "Say it with Flowers," have a prominent place on each vehicle. If this plan should be agreed to by all the retailers, wholesalers and growers in and around the city, the national slogan would receive a great amount of publicity, and no doubt considerable talk would be aroused by the uniform appearance of the different trucks and wagons. A movement of this sort entered into in the proper spirit by all concerned would seem to have real advertising value.

It must have puzzled a good many people

Mothers' Day when they read in certain city papers

Again last Sunday a diatribe from Miss Anna

B. Jarvis against the use of flowers on

Mothers' Day and recommending the purchase of flags instead, because only a few years ago this same woman (She happens to be the lady from Philadelphia) was campaigning up and down the country for the establishment of this same Mothers' Day. In fact, it was Miss Jarvis who conceived the idea and first brought it to the notice of florists. It isn't necessary to go into a discussion of the reasons for the lady's right-about-face. Every florist who has been on the inside at all knows about the attitude which Miss Jarvis has taken as regards financial matters. The point is that little damage seems to have been done by her reversed attitude. Apparently she builded better than she knew. It is sometimes said that tearing down is easier

than building up, but it is difficult for one person to demolish a structure which is supported by the strong efforts of several hundreds of other people.

Some florists were worried by the article published in the papers, but the result seems to have been to the advantage of the trade rather than otherwise, because it has created a certain amount of discussion and furthermore served to arouse many florists from their apathetic condition so far as the day was concerned, creating in them a desire to help along the advertising campaign of the more active members of the trade.

It is a question among many florists as to whether the sales are increased enough on Mothers' Day to make any marked showing on the ledger, for there is usually a well defined reaction afterwards. Nevertheless, the occasion is one which carries a large amount of sentiment, and for that reason makes it possible for florists everywhere to do effective publicity work and help to win a larger amount of the public's business every day in the year.

It is a matter of congratulation that the

The Growers' growers of the country are responding

Problems so whole-heartedly to Mr. Ammann's

work or organization. It is by no means

an easy task to bring together the different elements which are always to be found among any large number of growers. Even at the best there are some who will not be in sympathy with a progressive movement of this kind and who cannot be counted upon to give of their assistance. This fact must be considered and reckoned with.

On the whole, however, there seems to be a commendable recognition of the value of co-operation and especially with the plan which Mr. Ammann has so carefully worked out and which he so thoughtfully presents wherever he goes.

A new branch has just been started in Illinois with excellent prospects, and the last meeting of the Boston Branch showed that the growers of Greater Boston are prepared to do their part with the expectation that they will reap bountifully in the end. While the growers in the immediate vicinity of Boston have been most active, there is no reason why all of those throughout Eastern New England should not have a place in the organization.

As a matter of fact, there has never yet been a proper getting-together of either retail florists or growers throughout the New England States, and this organization affords one of the best opportunities which has yet been found to unify the New England interests, and in that way build up the field. The fact is that New England has lagged a little behind the Middle West. There ought to be a more united spirit between growers close to the cities and those at a distance. As it is, the latter often chafe that they are discriminated against in the market.

In our opinion, the full success of the Growers' Associations as being developed in the New England field will lie in getting in every grower, no matter whether his establishment is within a 15 mile radius of Boston or whether it is in Concord, N. H., or Bangor, Me. We hope that the broader view will be taken by the new officers, and we believe that it will be, because they are known to be men of vision and favoring a broad-gauge policy, as well as being business men of acumen and progressiveness. The florists are approaching an era when they will need all the benefits of co-operation and mutual helpfulness. Within the next few years they will pass through a financial and business situation such as has never before been encountered, and the more thoroughly they are prepared to meet it, the better off they will be.

BOSTON

The Flower Shop on Huntington avenue, near the corner of Massachusetts avenue, conducted for the past few years by Mr. Petros, has been purchased by Maurice M. Saunders, for 14 years with Wax Bros., and Samuel Einstein, for 5 years with the same concern. It will be called from now on the Symphony Flower Shop, and with its central location and good quarters should become a prominent feature of the Back Bay. Both Mr. Saunders and Mr. Einstein are men of long experience and no little energy. They expect to join the Florists' Telegraph Delivery Association immediately, and judging from the plans which they are outlining, will be prepared for a big business in the future.

Quite a few of the florists around Boston made a very pleasant trip to Saugus last week to assist William Sim in taking his third Masonic degree. Mr. Frank Edgar was extended the courtesy of occupying the chair of Master during the working of the degree on Mr. Sim, by the Master of Mr. Sim's lodge. Messrs. Cartwright, Gibbs and Reuter also assisted. Besides these, who did their part in the working of the degree, there were quite a number of florists present.

NEW ENGLAND.

The Halifax Gardens Co. is fortunate in securing the services of Mr. Eber Holmes, who is to be superintendent of their greenhouses and other property at Halifax, Mass. Mr. Holmes is a grower of excellent reputation and has shown the best of results as a rose grower in particular. For several years he has been employed by Mark Aitken of Springfield. The trade around Boston will welcome Mr. Holmes again in their midst, and he returns with the best wishes of everyone.

Many improvements have been made in the store of Jos. G. Leikens at Newport, R. I. The interior is being wholly redecorated and the plans call for a lattice work effect which will be most striking. A sunken garden is to be a feature of the establishment.

Ernest Coe, president of the Elm City Nursery at New Haven, Conn., recently lectured in Plymouth Church House in that city on Gardening Inspiration.

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus,
Cosmos, Candytuft, Snapdragon, Lobelia,
Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias,
Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case,
\$50.00.

If you have not received our Florist List, a post card
will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.

SEEDS AND BULBS Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

GENERAL NEWS NOTES.

Miss Gertrude Loveless, of Warren, Ohio, has disposed of her greenhouses and after this will carry on a flower business in only a small way.

It is said that Tennessee and other Southern peony growers are anticipating a very large crop this year and are expecting to have it ready early enough for Mothers' Day. Report has it that the Gould Nurseries at Halls, Tenn., will have over 125,000 blooms ready.

The M. G. Madsen Seed Co., of Manitowoc, Wis., has increased its seed farm by the purchase of a 40-acre plot near its greenhouses. It is understood that it will be used mostly for the growing of bulbs and nursery stock.

John H. Giles, a well known florist of Reading, Pa., died recently after a long illness.

JOHN P. RICE HONORED.

Geneva, N. Y., April 20—John P. Rice of the Rice Brothers Nursery Company, is the new president of Geneva Chamber of Commerce. Mr. Rice was elected at a meeting of the new board of directors. Mr. Rice, is one of Geneva's self-made men. He began life a poor boy, working in the nursery and later with his father engaged in a small nursery business under the firm name of J. P. Rice & Sons, T. W. Rice being the other brother and partner. Later the business was dissolved and reorganized under the name of Rice Brothers Company, with J. P. Rice as president. Today the Rice Brothers Company has under cultivation nearly one thousand acres in nursery stock. Their farms are in Seneca, Yates, Wayne and Ontario counties.

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Member of Florists' Telegraph Delivery
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Delivers to all Points in New
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150,000 Square Feet of Glass

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LEADING FLORISTS
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Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass

**Flowers Under
Glass**

With such a cold spring as we have been having it is a mistake to get the asters out too soon. With the raw, cold winds that often characterize this season, little plants are in danger of being blighted or stunted. While it is perfectly safe to set out plants that are in pots or those which have been transplanted on a sunny day, a cloudy although warm day should be chosen for setting out those which come directly from the seed bed. Many authorities agree that the finest asters are raised on light sandy soils but those which have been heavily fertilized the previous season. There is no better way to get the land prepared for asters than to manure it and plow it deeply the fall before. If extra fertilizer is needed it may be given in the form of bone meal or wood ashes well worked into the soil.

Rambler roses designed for Memorial Day should be forced sufficiently to have the flowers out four or five days ahead. Then they can be moved into cooler quarters to harden them up, often a decided advantage. Roses which have been held back for Memorial Day trade should be brought into heat by the middle of the month, giving them from 60 to 65 degrees at night. On clear days they should have a good syringing in the morning so that the foliage will be thoroughly dampened. Of course they must be well watered at the roots, too. When the buds are seen to be breaking it is best to lower the temperature to 58 at night, keeping it there until the flower buds appear. When the buds are well developed weekly applications of manure water will help to push them along. It is a common mistake to have the plants standing too close together. The wise grower takes every precaution to avoid mildew and keep the green fly in check, which means regular attention to fumigating and ventilation.

Many growers and florists find a sale for hardy plants, especially climbers, late in the spring. There are always customers, for example, for Ampelopsis Veitchii, Clematis paniculata, Clematis Jackmanni, Honey-

ALLSTON & BRIGHTON, MASS.
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F. T. D.

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FLOWERS The Best at
The Lowest

The Largest Popular Price House in
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F. M. ROSS

Send orders to

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Orders from all except members of
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SONS**

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**Artistic Designs - - -
High Grade Cut Blooms**

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1017 Grand Avenue

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at your service to deliver Flowers
or Designs on Order by Tele-
graph or otherwise. Prompt
Reliable Service.

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"SAY IT WITH FLOWERS"

Max Schling
Flowers

Schling Service
Nothing Better

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NEW YORK CITY

DARDS FLOWER SERVICE
has spent GUARANTEED SATISFACTION
for nearly FIFTY YEARS.
Regular European sailings now established.
Let us fill your orders for Steamer Flower
Baskets, Corsages and Artistic Boxes of
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DARDS, Inc., Florist,
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ANDERSON service means fresh, sturdy
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FLORISTS
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Flowers and Nursery Products
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THE SMITH & FETTERS CO
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CLEVELAND, OHIO
Flowers of Every Kind in Season

PHILADELPHIA
CHAS. H. GRAKELOW F. T. D.
Everything in Flowers
Broad Street at Cumberland

The Park Floral Co.
B. E. GILLIS, President.
E. P. NEWMAN, Secretary.
Member Florists' Telegraph Delivery
DENVER, COLORADO

suckles and climbing roses. In some sections the Moonflower and Cobea scandens started from seed sell readily. Seeds of the hardy perennials may be sown to advantage now. It is really much better to start them now than to wait until later. You can use either a cold frame or well prepared beds in the open ground, the former being preferable. Have your roses three or four inches apart and remember the standing rule that seeds should be covered about three times their own depth.

Plantings of gladioli can be continued from now until the end of June. You will get good results by planting them in rows two or three feet apart, with three or four inches between the bulbs. Have them at least four inches deep. Shallow planting is a common mistake. If you plant the bulbs at intervals of two weeks, you will have a long, continuous season although it is well to remember that the mid-summer sale of gladioli is seldom very remunerative. Deep working of the soil is necessary in order to develop good plants, and if the season should prove dry, watering freely will be necessary. Many growers find it pays to sort the corms over when they start planting, putting in the small ones first and leaving the largest for the last.

The old peony plantations which have been yielding well should be given a top dressing of old manure worked into the soil, and if the weather becomes dry while the buds are being formed or the flowers coloring up, water should be given in generous supply. Although the growing of peonies is largely a matter for specialists, a great many plantmen find that they can at least supply a local trade from their own grounds, and the demand for peonies is very constant. To get good flowers you must have soil that has been worked to a depth of nearly two feet, and the additions of bone meal and wood ashes helps to give highly colored flowers.

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A. GRAHAM & SON
5523 Euclid Ave.
Will take good care of your orders
Members of F. T. D. Association.

DAVID CLARKE'S SONS
Deliver orders from any part of the country to
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Write or Telegraph
2139-2141 Broadway, New York
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KOTTMILLER, Florist
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Telephone, Murray Hill 783
Out-of-town Orders Solicited. Location Central. Personal Attention.
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A Card This Size

Cost only \$1.00 per Week
on Yearly Order

It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order.

THE J. M. GASSER COMPANY,
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The Far-Famed Flowers of
TORONTO
Delivered on mail or telegraph order for
any occasion, in any part of the Dominion.
JOHN H. DUNLOP
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When writing to advertisers kindly
mention HORTICULTURE

DON'T BUY COAL YET

A Dealer's Advice to Flower Growers of Boston

An enthusiastic and largely attended meeting of the Eastern Mass. branch of the newly-organized Flower Growers' Association was held a week ago. Mr. George Elliott of Brighton presided and outlined the purposes of the association. He then introduced Mr. Finnegan of the Thomas J. McCue Company of Watertown. This is a coal company with a very large business and has been very friendly to the florists and market gardeners in the past.

Mr. Finnegan spoke on the coal situation as it affects florists. He said that in his opinion it would be better to wait three or four weeks before buying coal. He believed that the price, which is now very high, would drop considerably. He said that at the present time the freight embargoes together with the piled-up orders had worked together to push the price up, but when more normal conditions were restored, there would be a drop. He believed that there would be no difficulty in securing all the coal that the florists might need this season, although possibly they might not get the highest grades.

Mr. Finnegan went on to explain that the government had established what are called pools, taking in different grades of coal. The best pools he said, were those numbered 1, 9, 10 and 21. These were lightest in ash and contained the greatest number of heat units. They were worth buying even at a little higher price than the other kinds. Mr. Finnegan's talk was greatly appreciated by the growers present.

Permanent organization was then effected, the following officers being elected: President, W. C. Stickel; vice-presidents, Thomas Roland, Samuel Goddard, William Sim; secretary, Geo. Elliott; treasurer, Frank Edgar; directors, Herman Bartsch, George Butterworth, Andrew Christensen, Peter Fisher and E. Allan Peirce. It was voted that meetings be held the third Saturday of every month.

Boston is the third city to complete its organization. The Association started in Chicago, and St. Louis secured the second charter of the National body. The territory embraced by the Eastern Massachusetts district includes Worcester and points East in New England; thus Rhode Island, Maine and New Hampshire growers will unite with those of Eastern Massachusetts.

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye).....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
Farquhar's Giant Red	1.75		

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; 1/4 oz., \$2.00			
LOBELIA. Farquhar's Dark Blue, Dwarf.....	1/4 oz., \$0.85; 1/2 oz., \$1.50		
PETUNIA. Farquhar's Ruffled Giants Mixed.....	1/16 oz., \$4.00		
SALVIA SPLENDENS BONFIRE	1/4 oz., \$1.00; oz., \$3.75		
SALVIA SPLENDENS COMPACTA	1/4 oz., \$1.00; oz., \$3.50		
SALVIA SPLENDENS	1/4 oz., \$0.75; oz., \$2.25		
SALVIA ZURICH	1/4 oz., \$0.75; oz., \$1.50		
VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00			
VERBENA. Farquhar's Mammoth Hybrids Mixed, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00			
VINCA. Bright Rose, White with rose eye, Pure White.....	1/4 oz., \$0.50; oz., \$1.75		

R. & J. FARQUHAR COMPANY

BOSTON, MASS.

STUMPP & WALTER CO.

Seeds and Bulbs

30-32 Barclay Street
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Bolciano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A
CENTURY

Special Price List to Florists and Market
Gardeners. Write for a copy at once—it
will save you money.

J. BOLCIANO & SON
BALTIMORE, MARYLAND

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SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

'ROMAN J. IRWIN
IMPORTER

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GARDEN SEED

BET, CARROT, PARSNIP, RADISH and
GARDEN PEA SEED in variety; also other
items of the short crop of this past season
as well as a full line of Garden Seeds, will
be quoted you upon application to

S. D. WOODRUFF & SONS
82 Dey St., NEW YORK and CRANGE CONN.

SEEDS, BULBS, PLANTS

JOSEPH BRECK & SONS, CORP.

47-49 North Market Street
BOSTON, MASS.

W. E. MARSHALL & CO.

SEEDS, PLANTS AND BULBS

Horticultural Sundries

166 W. 23rd St., NEW YORK

At a meeting of the executive committee of the New Bedford, Mass. Horticultural Society, it was decided to hold four flower shows this year, viz.:

Peony Show—June 16th and 17th.

Rose Show—June 23d and 24th.

Gladioli Show—Aug. 18th and 19th.

Dahlia Show—Sept. 29th and 30th.

A marriage engagement recently announced, is that of Miss Sarah Clark, one of the popular Springfield, Mass., florists, and Paul B. Wildey, a graduate of New Hampshire State college, who saw two years of foreign service in the United States navy, and is now connected with the N. K. Fairbanks company of Boston. The wedding is to take place in June.

CHECKING UP RESULTS.

One Florist Analyzes the "Say it with Flowers" Campaign.

While the florists of this country are using their energies in raising money to finance an advertising campaign, they should analyze the benefits and check up the results once in a while. The price that flowers sold for last fall seems to leave a question of whether "Say it with flowers" is bringing the desired effect on the business in general. Chrysanthemums, roses, carnations and other flowers fell into the same slump that they did before the cost of production reached its present scale and it seems reasonable to expect that such conditions will continue.

For an example: when Omega Oil was first put on the market it was advertised extensively in every street car and magazine. It told a story about Mr. and Mrs. Goose and their escapades. This product is made from goose flesh, hence the connection. The result was that they spent a fortune without getting the desired results. Why? They were not advertising Omega oil but Mr. and Mrs. Goose. They then changed their plan of attack and advertised sprained arms, swollen faces, headaches, etc., and the campaign was successful.

When Force was first manufactured there was a story in their advertising about Jim Dumps and Sunny Jim, with a verse of poetry to go with it. After a year or so the manufacturers were not satisfied with results and after a close scouting of their campaign they came to the conclusion that they were advertising Jim Dumps and Sunny Jim instead of Force, and changed their plans accordingly with good results.

Now we florists should take stock and analyze the results of our advertising campaign to make sure that we are hitting the nail squarely on the head.

Another good example can be gathered from the fact that Boston firms which specialize in linens are not advertising that commodity at the present time. Why? Because linens are scarce and they can sell them any way, whereas if they were plentiful they would advertise them. There is food for thought in that fact.

In our business we advertise extensively with chrysanthemums at Thanksgiving, and plants for Christmas and Easter and Decoration Day. Before "Say it with flowers" was invented there was always a big demand at those times because flower buyers naturally bought them then. We should not only continue to advertise

LILY BULBS FROM STORAGE

**GIGANTEUM, RUBRUM, ALBUM, AURATUM
MELPOMENE, LILY OF THE VALLEY**

Careful storage, prompt express shipment on dates as arranged

**THESE
READY
NOW**

**GLADIOLUS, TUBEROSES,
CANNAS, CALADIUMS**

**WRITE
FOR
PRICES**

VAUGHAN'S SEED STORE

43 Barclay St., NEW YORK CITY 33 W. Randolph St., CHICAGO, ILL.

THIS SEASON'S NEW ROSES

PILGRIM	CRUSADER	PREMIER	RUSSELL	HADLEY
----------------	-----------------	----------------	----------------	---------------

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

**Tel., Main 6267
5948**

WELCH BROS. CO.

**282 DEVONSHIRE STREET
BOSTON, MASS.**

at those seasons but also make the most of the big opportunity afforded us in creating a demand for the days between those special seasons. When flowers and plants are plentiful we should let everybody know it and turn on full pressure in creating that demand. Large dry goods establishments often get a delayed shipment of clothing out of season, when there is no natural demand for it. They don't put such stock on a shelf and find fault with their business. No! They put a big "ad" in the papers telling everyone who reads how fortunate they are to get the stock at such a time and how glad they are to be able to let their patrons have the advantage of buying a good article at a reduced price. The point is this. By such means they can sell the stock at a profit and get it out of their way. If they didn't advertise so extensively the chances are it would not be sold until the following season and at a much lower price. By getting rid of it they can handle much more merchandize in the same space. Now that method can be applied to our business very readily. When flowers are good and plentiful, instead of sitting on our haunches and letting our product accumulate and go to waste, why can't we advertise and put one of those flowery "ads" in local papers, telling the flower-buying public that owing to the warm weather, or whatever the cause may be, flowers were never more plentiful or more beautiful and fragrant, and that we are glad to be able to offer them at most attractive prices, specifying the size, name and price of each article. While we would not get holiday prices, we would get double what we are getting between seasons now, and it would mean that instead

of the grower getting \$1.50 or \$2 per hundred for Carnations, as was the case during October and the early part of November last year, he would get \$4 per hundred, and the retailer would profit likewise.

There is a large gap to be filled in our business from Christmas to Easter. Of course the first thought is that stock is generally scarce then, but be that as it may, growers would be alert to having flowering plants to offer if the demand ever warranted it, and a big demand can surely be created by judicious advertising.

People are willing and ready to pay an advanced price for our products, the same as they are doing for everything else, but we must be very careful to keep the quality up to normal. Here is an incident that should be eliminated from the business, and as it happened to a friend of the writer it made a deep impression. The friend in question wanted to present his wife with a dozen carnations for her birthday, knowing that she was very fond of flowers and that they would be more acceptable than anything else, he could buy. He went to a flower shop and inquired the price, which was \$2 a dozen. Were they perfectly fresh? "Oh, yes." He bought a dozen and when he got home stealthily hid them in the cellar where it was cool that they might keep in perfect condition for the grand presentation the following morning. Imagine his chagrin and disappointment when on getting the flowers for the big surprise he found four of them had gone to sleep. Such an occurrence should be discouraged, to say the least, as it gives our business a bad taste.

(Continued on page 381)

RAMBLING OBSERVATIONS OF A ROVING GARDENER

Apparently we shall have to revise some of our remarks about the hardiness of *Euonymus radicans* vegetus. Many large plants are seen to have suffered very severely the past winter. One or two large specimens in which I have long taken delight are now brown and apparently half dead. I do not think, though, that the cold weather was responsible so much as the reflection of the sun on the snow for weeks at a time. In other words, the foliage seems to have been burned, and it is quite probable that many winters will elapse before the same trouble will be experienced again, at least to so great an extent. Probably the plants might have been in good shape by covering them with burlap or in some other way protecting them from the sun's rays reflected on the snow. Plants which I have found growing in sheltered places do not seem to have experienced any injury.

We are perfectly safe, I think, in still maintaining that this *Euonymus* is entirely hardy in New England.

Seldom, it seems to me, have I found wider interest in roses. Doubtless this is partly due to the efforts of the American Rose Society, but so much has been written of late about roses, and especially the newer varieties, that the public has become interested in them more than ever before. I am sure that the garden clubs and similar organizations which are being formed all over the country have something to do with the matter. Dr. Mills of the Syracuse Rose Society, is one man who has been responsible for arousing the enthusiasm of flower lovers by the score, and other men who are continually writing and talking about roses keep them in the public eye. It is sad to have a report from Portland, Oregon, that the win-

ter has played havoc with the roses there. It is stated that the cold weather has ruined most of the rose trees, killed back a large proportion of the climbing roses, and badly damaged the rose hedges along the streets. This will be a great disappointment to Portland people, as it will naturally interfere with the success of this season's rose festival which it had been planned to make rather more notable than usual. It will be interesting to have a report from the test garden showing just how the newer roses have gone through the cold weather.

Apparently New England escaped more lightly the past winter than many other sections of the country where the temperature is not supposed to run quite so low. Comparatively little damage seems to have been done to rhododendrons, azaleas and coniferous evergreens. Certainly the loss in the Arnold Arboretum was very small, especially when compared with that of two years ago. From other parts of the country, however, come reports of heavy losses. It appears that the gardens around Phila-



Magnolias at Rochester, N. Y.

BOSTON FLORAL SUPPLY & SNYDER CO.

Wholesale Florists

15 Otis—96 Arch St.

BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
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Largest distributors of flowers in the east. We manufacture artificial flowers, baskets, wire frame, etc., right in our own factory. We preserve our own cycas leaves. Try us out in one way or another.

FUTTERMAN BROTHERS

After May 1st, we are moving into larger headquarters on the opposite side of the street, **101 WEST 28th STREET.**

Consignments solicited

Returns Daily.

Payments Weekly

Telephone Watkins 9761

WILLIAM F. KASTING Co.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

Would like to handle consignments from growers of good Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

55 West 26th Street, New York City

PARCEL POST BOXES

GET OUR LIST

Climax Manufacturing Company

Makers Highest Grade

FLORIST BOXES

CASTORLAND

NEW YORK

delphia suffered very severely, many of the finest rhododendrons being lost. Much damage was also done, it seems, around New York city and Long Island, evergreens of different kinds being the worst sufferers.

This, of course, is apart from the loss occasioned by mice. Considerable damage was done in New England by these pests, both on private estates and in nurseries. On the whole, however, New England seems to have fared better than many other parts of the country.

The 1920 edition of Robert Pyle's little book published by the Conard & Jones Co., of West Grove, Pa., on "How to Grow Roses," has just come into my hands and I feel is worthy of an appreciative paragraph. While not undertaking to do what the Rose Annual accomplishes, it yet contains a

vast amount of valuable information from all parts of the country which will be prized by amateurs and professionals alike. One feature which I like is a page given to synonymous names of roses. It is not surprising that there is an embarrassing duplication when the same rose has distinct names in different catalogues. The selections of roses for special sections of the United States is also a valuable feature, although one which no doubt can be elaborated to a greater extent. I think, in fact, that the editor of the Rose Annual has some such plan in view. The discussion of roses for different purposes is helpful and the article on pruning and winter protection should solve many problems for the novice. Among the excellent illustrations in color are Baby Dorothy, Rosa Hugonis, Bridesmaid, Rosa Rugosa and Tausendschon.

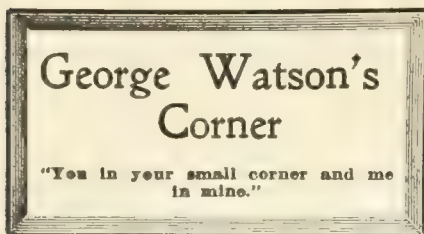
I have been impressed this season with the value of magnolias for city planting. In Back Bay, Boston, many of the small front yards are adorned with these handsome trees and when they first appear in a backward season like this, they add a splendid note of color to the otherwise drab and dreary streets. They seem to flourish well under city conditions, and beginning with magnolia stellata and going through the other early species, give a display lasting several weeks. Probably nowhere in the country has a better street display been made of magnolias than in Rochester, N. Y., the subject of the illustration on the previous page. There they are a joy to all beholders every spring.

EMBARRASSING EMBARGOES

Boston florists and shippers of plants have been greatly handicapped by the railroad difficulties, especially by temporary embargoes. Each railroad seems to have its own system and the embargoes go on and off so rapidly that it is hard to follow them. For the last week there has been a flat embargo from the South Station to Cleveland for example, while from the North Station to Cleveland there has been an embargo on everything excepting perishable goods. By using the North Station, therefore, it is possible to get through plants and flowers, while they could not go at all from the South Station. All the members of the trade are hoping that this situation will soon ease up.

SOWING ANNUAL SEEDS.

It is now safe to sow practically all annuals out of doors, and, provided the ground was well prepared during the winter or spring, it will now be fit for sowing. To obtain the best results, the soil must be well broken down, the seeds sown thinly, and lightly covered with fine soil. Annuals are frequently sown and grown too thickly. The seedlings should be thinned as soon as large enough to handle, and again when the young plants have covered the ground, eventually leaving them from 4 inches to 1 foot apart, according to the kind or variety.



If old Laghupatanaka that light flier commonly known as the crow should still be flying over the banks of the Janhavee which we now call the Ganges he will no doubt be surprised to see some strange things appearing these days originating from the far off Occident. For instance we learn from a news item that the Princes of Calcutta, who follow the noble art of gardening under the benign influence of Saraswatee the goddess of the fine arts had a flower show in that ancient Oriental city February 20 and 21 last. Among the flowers exhibited there was a wide variety covering "all classes" and special mention is given to the beautiful displays of petunias, larkspurs, and antirrhinums. Among the vegetables exhibited were very fine specimens of Sutton's Marrowfat peas which we are informed grow well even in the plains of Hindustan and were of superior size and quality. Kohl Rabi, turnips, tomatoes, cauliflowers, carrots, beets and beans were there, and as for cabbages they had Pride of India and Eclipse Drumhead that called for loud acclaim—one specimen of the latter being fourteen inches across the head and twenty-two pounds in weight. This show we understand was held in celebration of the centenary of the Calcutta Agricultural and Horticultural Society. It will rather surprise some folks in Boston and Philadelphia that there was a horticultural society in the effete East a hundred years ago; but it is probably to be credited to the early British settlers and we have to take our hats off to them. Do we hear old Laghupatanaka ask "Is civilization a failure. Or is the Caucasian played out?" Perish the thought.

The dream of the ardent enthusiasts in the flower world is raising something better than anybody else does. How we all glory in that dream until we run up against the efficiency experts. They douse you at once with facts and figures and tables showing costs and costs and costs and nothing to show for it. Of course they are both right and both wrong but neither of them can see it. Only the wise and ancient Laghupatanaka, the crow, can look down on the everlasting struggle between the dreamer and the

digger and wink his solemn eye with equal credit to both which thought may console John Watson of the Nurserymen's Association who told the boys in Boston:

"If we say that price must be based on cost then we put out products on the same plane with bricks and mortar and shingles. Competition in cost and quantity-production leads inevitably to price competition and the sure result of that is deterioration in quality. I prefer to think of the better competition that is wholesome and inspiring, the effort to produce something better than anybody else can produce. If we reject the idea of merchandising at cost plus a profit on each article produced can we not claim something of the status of the artist. And may we not consider the matter of service an element in price making."

I never met John Watson but from the foregoing I can see that he has a soul and that he realizes that digging for dollars is not the alpha and omega of our short sojourn here in this jolly old world. Which makes me wonder why he quotes as a sage that Indiana golden-rod George Ade thusly:

"It doesn't signify how long you stick around; it's what you put across that counts."

That's the slogan of the safe-breaker, the sheep-stealer, chicken-thief, the cut throat, the liar, the breaker of the whole bunch of the ten commandments handed down to Moses by the Almighty. Its the slogan of the devil and from all accounts that lad finds the atmosphere of Indiana a congenial medium if we may judge from many things that have emanated from there. Did the Veitch's put anything across

when they sent E. H. Wilson into the wilds of Asia? The Veitch's are out of business for years and yet the world is just beginning to enthuse on Rosa hugonis and lots of other things that these poor old "stick arounds" have given us with nothing to show from our side of the ledger.

Put across your grandmother! I don't care what you put across. Its what you try to do that's fine and beautiful and uplifting that counts! If you're struggling in the right direction no matter how often you stumble, no matter if you never reach your ideals, you have done what you could with a glorious goal for your ideal, if you keep on "sticking around" with your eyes straight heavenward instead of slobbering around in the mud like a hippopotamus. That's the big thing. But of course don't forget "to keep your powder dry." When the wise army general said that, I am sure old Laghupatanaka, the crow, must have given him a wig wag to temper his mad rush on to victory or death. And also to watch out for the "stupidity" of the Iris.

We have to thank Brother Sturtevant for the idea that there is such a thing as "stupidity" in a plant. If that be true about an iris, why can't it be true about a rose? Listen to this from Alexander B. Scott in the Rose Annual:

"I reached my ideal last year in a crimson-scarlet. I looked at that new rose of mine last year and considered it my ideal of a perfect scarlet-crimson rose. I propagated four plants from it and now this year—the *blamed thing won't grow.*"

The italics are ours. And might we suggest a-la-Sturtevant that the reason

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was "stupidity" in the parents. Which reminds us of William Kleinheinz's definition of the reason why Dennis Connor (at the other end of the boat) couldn't catch any fish—while the smart William was hauling them in good and plenty. "Pure dumbness" said he "nothing in the world but just pure dumbness"!

Isn't this lad real modest in his desire for a better rose:

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CHECKING UP RESULTS.

(Continued from page 377)

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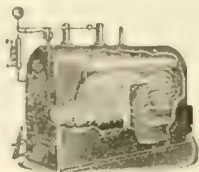
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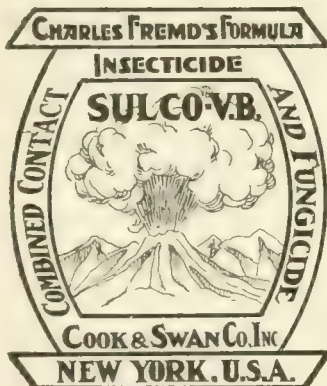
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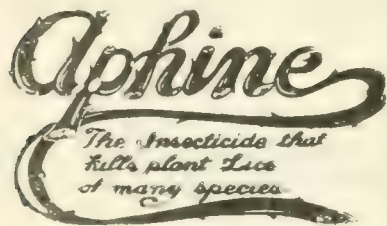
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The inspiration for writing the above came from a pencil on which is printed "When you think of flowers, think of Penn," and with the hope that it will make us stop and find out if all our efforts are as effective as they should be.

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By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of **HORTICULTURE** at publisher's price, \$2.00.

HORTICULTURE PUBLISHING CO.

78 Devonshire Street

Boston, Mass.

HORTICULTURE

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BOTANICAL
GARDEN

Vol. XXXI

MAY 15, 1920

No. 20

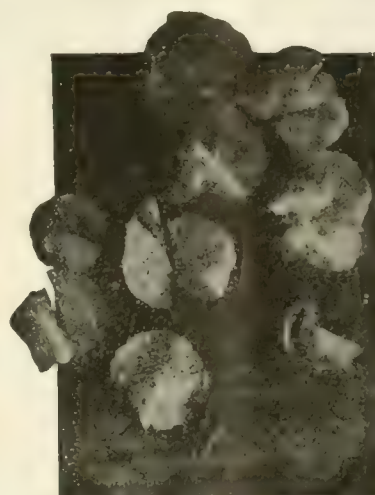
NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



SWEET PEAS

Several of our largest and best growers are just starting to cut from new crops, some really wonderful Sweet Peas, both as to quality and variety, a dozen different shades. With continued cool weather the quality will hold for several weeks.

Per 100: \$1.00, \$1.50, \$2.00.

Send for Price List.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

BUSINESS HOURS: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK PHILADELPHIA BALTIMORE
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

FERNS

THE VICTORY FERN (*Nephrolepis victoria*)

We take pleasure in offering this new and valuable variety of *Nephrolepis*. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots, ... \$3.00 per dozen, \$20.00 per 100
Extra fine specimens: 6-inch, \$1.00 each; 8-inch, \$3.00; 10-inch, \$5.00; 12-inch, \$7.50.

NEPHROLEPIS:	Each
Elegantissima, elegantissima compacta, 3½-inch.....	\$0.35
Muscosa, 3½ inch.....	.35
Muscosa, 5-inch.....	.75
Elegantissima and elegantissima compacta, 8-inch.....	2.00
Elegantissima and elegantissima compacta, 10-inch.....	4.00
Packing extra.	

F. R. PIERSON, Tarrytown. N. Y.

CANNAS

3-inch pot plants ready for immediate shipment.

\$1.00 per doz. \$5.00 per 100 \$40 per 1000

ALPHONSE BOUIER	GLADIATOR
FLORENCE VAUGHAN	J. D. EISELE
GUSTAV GUMPTER	MAD. CROZY
MAROS	LOUISIANA
PRESIDENT MYERS	QUEEN CHARLOTTE
RICHARD WALLACE	RUBIN
SOUV. D'ANTOINE CROZY	UNCLE SAM

WYOMING

Alyssum, double giant; Ageratum; Dusty Miller; Lobelia, Crystal Palace Gem; Achyrantes, assorted; Lantanas, assorted; Hardy English Ivy; Heliotrope. All 2-inch. **\$2.75 per 100**
\$25.00 per 1000.

Send for Catalogue Cash With Orders

R. Vincent, Jr., & Sons Co.
WHITE MARSH, MARYLAND

Henry H. Barrows FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY
CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

The **CONARD & JONES CO.** WEST GROVE, PENN., U.S.A.

Robert Pyle, Pres. Antoine Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

CEDAR ACRES Gladioli and Dahlias

Booklets Free

B. HAMMOND TRACY, INC.,
Wenham, Mass.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

Burpee's Seeds PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

GARDENING FOR WOMEN

Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2-August 28
Write for Circular

SCHOOL OF HORTICULTURE

Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H. Department

MOTHER'S DAY

The trade throughout the country was much surprised, judging from the correspondence reaching our Promotion Bureau over a despatch dated from Washington, and emanating from the Mother's Day International Association, of which Miss Anna Jarvis is the head, to the effect that flags should be used rather than flowers on Mother's Day, owing to the high prices charged by florists for flowers on the occasion. Charges were made that the florists were profiteering.

One of the New York papers went further, quoting an interview with a misinformed prelate, at which it was declared that so many carnations had already been bought up as to make it impossible to purchase them except at exorbitant prices, one dollar per flower being the amount named.

The Mother's Day International Association also sent propaganda to newspapers individually, of which the following received from a prominent metropolitan newspaper in Massachusetts is a copy:

"City Editor.

"Dear Sir:—One of our slogans this year is 'Do not buy flowers for Mother's Day, but help us to stop florists' Mother's Day profiteering.'

"Will you help us to stop this graft, obliging.

'MOTHER'S DAY INTNL. ASSN.'

In addition to all this, the following letter was received at the Secretary's office:

MOTHER'S DAY

International Association, Inc.

(Miss) Anna Jarvis, President.

Philadelphia, May 1, 1920.

Mr. John Young, Secretary, and S. A. F. and O. H., 43 West 18th St., New York City.

Gentlemen:—This is notice to the Society of American Florists and Ornamental Horticulturists, and all concerned, that you are infringing on the trade marks and copyrights of the Mother's Day International Association, Inc., and Anna Jarvis, both of Philadelphia, through the use and sale of florists' supplies and printed matter bearing the words "Mother's Day" and the white carnation, etc.

It is also notice to each and all of you to at once discontinue these infringements, or we shall proceed against you to the full limit.

You have been effecting sales through misrepresentations to the

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

Send For Our Catalogue.

J. M. THORBURN & CO.

53 Barclay Street
Through to 51 Park Place
NEW YORK CITY

THE HOUSE OF KELWAY

Has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

GIGANTEUM & HARDY LILLIES GLADIOLUS CANNAS AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

173 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

BOBBINK & ATKINS NURSERYMEN, FLORISTS, PLANTERS RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR IMMEDIATE SHIPMENT

DRACAENA CANES, Lord Wolseley, at 15c. per foot.

BAMBOO STAKES

Natural and Green in all sizes—both domestic and Japanese.

Write for prices stating your requirements.

McHUTCHISON & CO. 95 Chambers St.
NEW YORK

public as to our emblem, and through infringements, and now in addition to the profiteering of years past, you have entered upon a new line of trade for the purpose of further profiteering, and free advertising.

It is not believed that florists generally understand facts as they exist against Mother's Day, through the propaganda of some persons at the head of your Society. We do not believe many florists have contributed to the S. A. F. and O. H. money to be used to misrepresent facts regarding Mother's Day, or to annoy the Mother's Day Association and interfere with the welfare of its work, or for litigation or for other expenses for which their money has been spent in some ways. It is our purpose to investigate if contributions to your Bureau were for these purposes, and for infringements upon moral and legal trade rights which are recognized as dishonorable in all lines of business.

To us it seems a small matter for your Society to have proceeded against Mother's Day welfare in the way it has through some of its representatives, in order to sell a parcel of posterettes and posters, and similar stuff through infringements. We asked you to have a better understanding, but you refused.

It is hoped that any other movement considering the use of flowers will profit by our unfortunate experience, annoyance and expense. We shall certainly not hesitate to protect any we can.

Trusting we may have a prompt assurance of your discontinuance of your infringements, we are,

Respectfully,

Anna Jarvis (Signed) and
MOTHER'S DAY INTERNATIONAL
ASSOC., INC.

The secretary then wrote the following letter to the Associated Press, addressing it to their general office in New York:

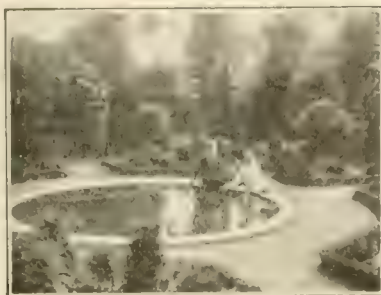
May 6th, 1920

The Associated Press, 51 Chambers
Street, New York City:

Gentlemen—Referring to the item in the enclosed clipping, which evidently is from a press report sent out from Washington, also in the more extended form copied in the advertisement also enclosed, I take the liberty, in behalf of the florists of this country, of declaring the charges to be without foundation, and the statements as absolutely untrue, and injurious to those engaged in the florists' industry.

I am also enclosing a copy of a letter purporting to be issued by Miss Jarvis and the Mother's Day International Association, which may be considered as bearing on the case.

BOX-BARBERRY



Garden Bordered with Box-Barberry.
Electros of this illustration Free with
each order for 1000 or more if
requested.

Many of the leading catalogue firms have already contracted with us for their supply for the ensuing season, and others are buying these FRAME GROWN PLANTS for their own planting preparing for the enormous demand which is sure to follow.

It is a safe statement that BOX-BARBERRY will soon be the plantsman's best seller.

The Elm City Nursery Co.
New Haven, Conn.

WOODMONT NURSERIES, INC.
Introducers.

Send for Trade Bulletin

Have you seen a garden bordered with BOX-BARBERRY this spring? Every plant bright and green,—not a dead one. A strong contrast to the northern Boxus bordered garden, now either dead or sadly winter injured, brown and dejected looking.

Mr. Siebrecht, the veteran plantsman, on seeing the garden the other day shown in accompanying illustration, exclaimed with his characteristic enthusiasm, "magnificent, there is a fortune in it for the nurserymen."

We offer you well rooted dormant summer frame cuttings ready to set out direct into the nursery without further expense to you at

\$65.00 per 1000

ALL SOLD OUT OF LARGER SIZES

IF in need of RELIABLE NURSERY STOCK

that is well grown, well dug and well packed

Send to the **BAY STATE NURSERIES**

Wholesale and Retail

NORTH ABINGTON, MASS.

PLEASE YOUR CUSTOMERS

by furnishing them with

**Framingham Evergreens, Trees,
Shrubs and Roses**

FRAMINGHAM NURSERIES

Framingham, Mass.

We Have on Hand the Largest Stock of

BOXWOOD

All Shapes

RHODODENDRONS

Parsons' Hardy American Seedlings

1,000 BAY TREES All Sizes

MONTROSE NURSERIES

N. F. MCCARTHY CO., Props.

Nurseries: "MONTROSE"
Wakefield Center, Mass.

Office and Salesroom: 112 Arch St.
BOSTON, MASS.

A copy of the poster complained of is enclosed in addition.

First of all, Miss Jarvis is justly recognized as the founder of Mother's Day, or at least as one who has revived an old English custom, recorded by Chambers as "a practice of going to see parents, and especially the fe-

male one, on the mid-Sunday of Lent, taking for them some little present, such as a cake or a trinket." A youth engaged in this amiable act of duty was said to "go a-mothering," and the day itself came to be called "Mothering Day."

Public Resolution No. 25, 63rd Con-

BEDDING STOCK

Immediate Shipment from Massachusetts

Geraniums, 3½ and 4 inch Heliotrope, 4 inch Ageratum 3½ inch
 Vinca, 4 inch White and Yellow Marguerites (heavy) 4 inch
 Verbena, Lobelia, Coleus, Petunia, all from 2¼ inch

Let us quote you

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
 BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

gress, is a joint resolution designating the second Sunday in May as Mother's Day, and for other purposes. Governors of States and Mayors of Cities have, by proclamations, endorsed the action of Congress, and the day is now very generally observed by the American public as one on which homage is to be paid to mothers living, and honor accorded to the memory of mothers dead.

"So much for Miss Jarvis' claim of proprietorship in Mother's Day. As a little inside history, it may be mentioned that Miss Jarvis solicited the aid of different florists' organizations at the outset of her efforts to create interest in the day. As a result, the Society of American Florists gave her a cheque for \$100 to be used in any way she saw fit in the promotion of her ideas. The society further collected subscriptions from individual florists throughout the country amounting altogether to \$1,000, which sum was also turned over to her.

As to the charge that florists have been profiteering, I would say that this is baseless. One dollar apiece for carnations is absurd. If such a price ever was received, it certainly was not at a florists' establishment. At a charity fair, perhaps, five dollars apiece might willingly be paid. White carnations are never sufficient for the demand on Mother's Day, for the reason that florists who grow them must, necessarily, take the remaining 364 days in the year into consideration, days on which white flowers are in very small demand. Miss Jarvis never could seem to understand this, and her misunderstanding was the cause of an abatement in the support given her by the florists. With the exception of white carnations, governed by the law of supply and demand, just as other commodities are, flowers for Mothers'

Day are just as reasonable in price as on other days at the same season, and there is not the slightest justification for Miss Jarvis' message, the publication of which she has foisted on the evidently unsuspecting press.

If you can help to contradict the statement complained of, your assistance will be highly appreciated by our society."

JOHN YOUNG, Sec.
 Secretary.

The Associated Press very courteously took action in the matter, as will be seen by their letter in reply. "Mr. John Young, Society of American Florists, 43 West 18th Street, New York City:

Dear Mr. Young—I enclose a copy of an Associated Press Despatch from Washington today which gives a denial by W. F. Gude of the statement of Miss Anna Jarvis, concerning which you wrote under date of May 6. This meets the point raised in your letter. Very truly yours,

(Signed) HAROLD MARTIN,
 Superintendent."

The despatch referred to was as follows:

"Washington, May 7.—Acting for the Society of American Florists, W. F. Gude, its Washington representative, has issued a denial of the statement by Miss Anna Jarvis, president of the Mothers' Day Association that florists profiteered in white carnations, the symbol of observance of Mothers' Day, last year, Miss Jarvis had called on observers of the day this year to abandon the carnation and display American flags.

All members of the society, throughout the country, Mr. Gude said, have been urged to sell white carnations, at the usual market rate on Mothers' Day, Sunday, May 9.

As to the charges of infringement of copyrights, etc., they may safely be ignored. Mothers' Day is a public day, and so declared by Congress, therefore our Publicity Committee do not feel that they need have any further concern in the matter.

Further Help Needed

The Publicity Campaign is swinging along, and our slogan, "Say it with Flowers," is daily becoming stronger in its effect on the public. Arrangements have been completed whereby a series of advertisements will be run in the national magazines during June, July, August and September, to keep the slogan before as many people as possible in a continuous manner. The copy to be used is very attractive, and should achieve the result aimed for. Among the magazines selected are the following: Literary Digest, Collier's Weekly, Outlook, Independent, Life, Judge, Scientific American, Leslie's and Argosy."

The committee are still very much hampered in their work through the want of proper financial support. It is regrettable that so much they would like to do is impossible because the necessary amount of money is not forthcoming. They are obliged to work on the installment plan, which impairs maximum results. Mothers' Day was productive of a splendid business, much of which undoubtedly was due to splendid campaign work. Would it not be a good idea, Mr. Nonsubscriber, to show a little appreciation of what has been accomplished for you and the trade by sending in that long delayed subscription to the fund that makes the benefit we all enjoy possible?

JOHN YOUNG, Sec.

43 West 18th Street, New York City.

HORTICULTURE

Vol. XXXI

MAY 15, 1920

No. 20

THE TALK OF THE TRADE

For the past few days Mothers' Day has been the principal topic of conversation in the trade. If Miss Jarvis really believed that she was going to turn the public away from buying flowers for this day, she evidently has been sadly mistaken. There is an old saying to the effect that it is much easier to start something than to stop it, and this applies in this case.

I have not had the opportunity of observing nor have I heard anything definite regarding conditions in any other cities or towns, excepting Boston. Possibly I am mistaken, but from my own observations on the streets Sunday, I would say that there were more flowers worn than I have ever seen before. There is a most wonderful opportunity for the florists to continue this day as one of the good days in the flower business. I can't help thinking, however, that it will not be possible to get the full benefit from this day unless we are very careful about prices charged. This seems to be a time when we can hardly go back at the retailer and say he is responsible for big prices. The wholesale market went away up in the air, and the retailers were obliged to pay prices which would not permit them to sell at a figure that would meet with the approval of the public in a general way. I was interested enough to walk into some of the middle class stores Sunday morning and listen to the comments of the customers who called, and I can tell you that I would not like to be in the position of some of these proprietors and take the abuse and sour looks they received when they stated the price for carnations.

I expect to be criticized for the statement I am about to make. Possibly I am entirely wrong, but I cannot get away from the idea that 15, 18 and 20c. for carnations is a little bit more than is wise to ask, particularly during the month of May. Very true, there were not enough to go around, but the buying public is in a criticizing mood and anything that savors of profiteering, regardless of whether their opinion is just or not, is sure to get severe treatment.

The present season is one full of difficulties for the grower of bedding stock. Everything is held back to the

point where a normal six weeks' business is going to be crowded into a much shorter time. This cold, late spring we are having is going to mean a big rush as soon as it opens up, and consequently it will be to the advantage of every grower handling bedding stock to be prepared for a big rush just as soon as the warm days come. There is a fine lot of stock available, but not a bit too much. I advise being prepared with a good, liberal quantity, and I predict a call that has never been beaten in bedding stock of all kinds.

Plant growers are making great preparations for next year. As I have said before, cyclamen will be heavily grown, and it is reasonably sure that the quality will be up to the standards of previous years.

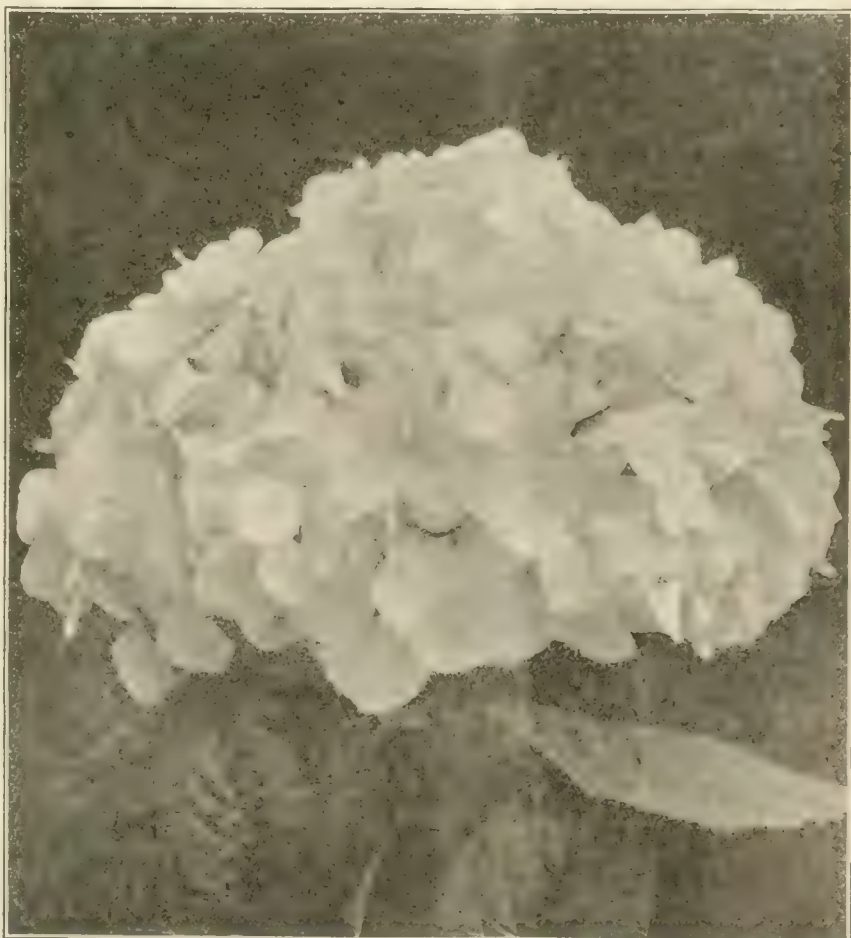
Begonias are not over-plentiful;

that is, early stock. The medium-sized stock from late leaf cuttings followed up by later top cuttings will be in better supply, and of course this means 5 and 6 inch plants, which are always in good demand.

There doesn't seem to be any great quantity of Poinsettia stock, and everything that can be propagated of this plant will move quickly.

The call for field-grown hydrangeas in 5 and 6 inch sizes will be brisk and there will be a market for a heavy quantity of this stock.

From present indications it would seem that the plantsman can well afford to devote his time and energies particularly to such plants as above mentioned. Buying lilies at uncertain prices, with only one thing that is at all certain and that is a high price, is not very encouraging. This also applies to Dutch bulbs, and it will probably mean smaller plantings in consequence.



Hydrangea Madame Mouillere

One particular line of the trade that is fairly stable and easy to gauge is that of the rose growers. They are going along at an even pace. Plantings of young stock have been started along early, and the markets all through the country seem to be assured of an average supply of stock, and also with a very good selection of varieties. Ophelia, Columbia and Premier are sure to be plentiful. If I were to mention any one rose that may be in short supply, I would say that it would be white. We can more readily do without white of course than anything else, unless possibly the red varieties. It remains to be seen how such varieties as Dunlop, Pilgrim, Crusader and Madam Butterfly turn out for the growers, but they have been planted in good quantities and buyers are sure to have a fine selection to work on the coming season.

Large tubs of Hydrangeas are in demand. Any grower having stock that will be in bloom from the middle of June on will find a good market, and I would advise if you have any stock to hold them for that time rather than push them in early. The seashore resorts will need them and they will bring a good price. This of course is stock that must be shipped in wooden tubs. Pot stock is not large enough for that particular demand.

THE MARKET.

Reports on Mothers' Day business are somewhat varied. In Boston there was an excellent clean-up, although no great amount of special advertising had been indulged in. Prices remained firm and everything that was offered was taken quickly; as a matter of fact,

some of the growers did not bother to ship a great amount of carnations into Boston because they could sell this stock locally. Carnations led the list but other flowers were carried along with them, so that the market on the whole was very satisfactory. Naturally there was nothing in the market on the Monday following, and there has been a gradual falling off throughout the week. Now the market is very well supplied, with prices easy.

Roses are selling for from 6 to 12c., with higher prices for Beauties. Carnations vary considerably in quality and are selling for 8, 10 and 12c. Callas are now bringing \$1 to \$2, Lilies 6 and 10c., Sweet Peas 2 and 4c., with Snapdragon ranging from 50c. to \$3. Without any great demand for Marguerites, they are selling at 1c. Some very good tulips are coming in and the demand is good at 8 and 10c. Feverfew and Candytuft are beginning to appear and sell for about 75c. These figures represent a fair average for prices throughout the country. Of course the Mothers' week sales had different effects in different cities, according to the amount of stock left over.

According to reports from Philadelphia there was a slight advance in carnations but most other stocks kept on an even keel. The clean-up Saturday was very fair and would have been better if old Jupiter Pluvius had only kept away. Demand on most things was briskest for the shorter grades. Long-stemmed roses and other high-priced stock went rather slowly. It looks as if Mothers' Day is a long way off yet from becoming a Christmas festival in the floral world—at least here in Philadelphia. And anyhow, every day ought to be Mothers' Day—all the year round. Miss Jarvis seems to be taking herself too seriously.

BOSTON.

The regular meeting of the Boston Gardeners' & Florists' Club will be held Tuesday evening. Prof. Duchant will speak on "Service."

J. Newman & Sons, long located at 24 Tremont street, have moved to 225 Tremont street. Although the new quarters are slightly smaller, they are in a very convenient location and have been attractively fitted up.

Henry Penn has been honored by being elected a member of the Board of Governors of the Boston City Club. Mr. L. B. Brague of Hinsdale, Mass., the well known dealer in ferns, has been calling on the local trade. He reports more or less difficulty in shipments due to railroad troubles.

Worth While Primulas

Malacoides Rohrerii. The best strain of Malacoides on the market. Years of patience have developed it to perfection. The beautiful shades of Rose Pink, Light Lavender and Snow White make it one of the most desirable and profitable plants to grow, not only as single plants, but for combination work it cannot be excelled. 100 1000 Pink and Lavender Mixed.

2 1/2 in. \$6.00 \$55.00
Pure White, 2 1/2 in. 7.00 60.00

Malacoides Townsendi, 2 1/2 in. 7.00 60.00
Obconica, Rosea, Gigantea, Grandiflora, Apple Blossom and Kermesina, 2 1/4 in. 7.00 60.00

C. U. LIGGIT

Wholesale Plantsman

Bulletin Building PHILADELPHIA

PANSIES

READY NOW

200,000 Fall Transplanted Pansies in Bud and Bloom

Superb strain, \$2.25 per 100, ~~\$20.00~~ per 1,000. A few thousand extra large at \$3.00 per 100, \$25.00 per 1,000.

A trial order will convince you these are the best you ever had. You need them for your particular trade.

Geraniums, Nutt, Buchner, Poitevine and Ricard, out of 4 inch pots, \$15.00 per 100.

Forget-me-nots, \$5.00 per 100.

Cash, Please

LEONARD COUSINS, JR.

Concord Junction Massachusetts

MICHELL'S FLOWER SEED

CINERARIA

Our Grandiflora Prize Strain cannot be excelled for size and beautiful colorings.

1/2 tr. pkt. tr. pkt.
Grandiflora Prize, Dwarf. . . \$0.60 \$1.00
Grandiflora Prize, Medium
Tall60 1.00

PRIMULA CHINENSIS

(Chinese Primrose)

A superb strain grown by a specialist.

1/2 tr. pkt. tr. pkt.
Michell's Prize Mixture. An even blending of all colors. \$0.60 \$1.00
Alba Magnifica, White.60 1.00
Chiswick Red, Bright red. . .60 1.00
Duchess, White, with zone of rosy carmine, yellow eye. .60 1.00
Holborn Blue.60 1.00
Kermesina Splendens, Crim-son60 1.00
Rosy Moir, Pink.60 1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type, flowers much larger tr. pkt.

Lilacina, Pale lilac. \$0.50
Kermesina, Deep crimson.50
Roses, Pink.50
Alba, White.50
Hybrida Mixed.50

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO.

518 Market Street Philadelphia, Pa.

Pachysandra terminalis

2 year old plants,

\$12.00 per 100, \$100.00 per 1000

Euonymus radicans

3 year old plants

\$12.00 per 100, \$100.00 per 1000

JAMES WHEELER

NATICK, MASS.

When writing to advertisers kindly mention HORTICULTURE

Little Talks on Advertising

Mr. P. C. McDonald is a widely known advertising man who had made a keen study of advertising methods as they apply to retailing. In a recent number of the Retail Public Ledger of Philadelphia, he made this statement:

"Small, unpretentious beginnings in an advertising way ultimately lead to increased space. The attempt to lead off with a big display is utterly fallacious and not justified by returns. The small, neat, well-thought-out, local advertisement, running at regular intervals, is a species of publicity that brings home the bacon, and builds a bigger, broader, better business."

I am sure that this advice applies with special emphasis to florists, and I would particularly recommend a second reading of that sentence which points out the desirability of running one's advertising at regular intervals. It is this constant pegging away which does the business. At the same time merely having one's name in the paper may not accomplish much unless the space used is filled with enticing and convincing copy.

In any event, it is very poor policy to plunge unless one has studied out his market and experimented a little with the best way to reach it. Three or four-inch advertisements, used two or three times a week for a while, may be followed by little larger copies if returns justify it. In any event this small space used regularly will bring much greater financial results than an occasional full page spread. This, it must be understood, is viewing the matter from the florist's standpoint and considering the kind of goods which he sells.

Mr. McDonald says further in his article:

"Let advertising develop a market for a commodity—it makes no difference what that commodity may be—and suddenly cease advertising for a season and you will find competitive articles taking advantage of the let-up, breaking heavier than ever into space and winning away that market."

The Ostrich Policy

"There's no theory about this argument—it's backed by numerous cases where this very thing has been done and done thoroughly. The undermined advertisers, feeling themselves slipping, have had to come back stronger than ever before to recover, in part, their lost prestige."

"I have often thought that the dealer who won't advertise because he feels he can't afford it, is burying his head in the sand, and therefore absolutely blind to his opportunities. He's

a derelict among dealers, simply hanging on and letting the makers of his wares fight the battle alone. If he grows he's in luck. If he fails he's getting what's coming to him—what he ought to have every reason for expecting. Once he takes newspaper space and is brought face to face with a realization that his stuff is moving faster, and his profits proportionately larger, then and then only, will he feel the power of the printed word—of worth-while and lucrative salesmanship.

"The dealer who makes up his mind right now that he's going to travel in fast company and multiply his sales and reduce his overhead by advertising is building for the future. Small beginnings make big endings, and never was this bromide more apropos than it is today. Small ads, kept before the public, will soon make a most perceptible bulge on the credit side of the ledger."

How It Works.

"Once you've started a campaign of advertising in your local newspapers, stick to it. Bear in mind advertising is cumulative, that it's like the proverbial snowball, gathering trade-impetus as it rolls along. Don't run one or two advertisements expecting big results and, not getting them, declare advertising doesn't pay."

"Continuity of small-space advertisements is what produces regular, gratifying volume. Spasmodic large space is too easily forgotten—it's too long between drinks. You can't hold the interest of your community by sporadic publicity any more than a novelist, no matter how great his reputation, can hold the interest of his following by publishing his latest yarn serially in semi-yearly installments."

HORTICULTURAL CLUB OF BOSTON

At the last meeting of the Boston Horticultural Club, at the Parker House, on Wednesday evening of last week, Professor E. H. Wilson, of the Arnold Arboretum, the president, was in the chair and introduced Mr. Fred Wilson, of Nahant, who gave an unusually interesting and valuable talk on perfumes, with special reference to the flowers from which they come. After that there was a general discussion lasting until 11 o'clock. Professor Pray, of Harvard College, had expected to be present to talk on landscape architecture, but on account of illness was unable to be present.

It was decided to hold a field day

shortly after Memorial Day, the exact date to be announced by President Wilson. This gathering will take place at the Arnold Arboretum, and Mr. Wilson will conduct the party through the grounds, pointing out the most interesting and valuable specimens of trees and shrubs to be found there.

SHORTIA GALACIFOLIA

Among the early spring wild flowers at Hillcrest, blossoming at the same time as the bloodroot and scilla, is the exquisite little shortia galacifolia native to the mountains of North Carolina. The dainty bell like blossoms on stems from two to three inches high grow above a tuft of reddish green leaves which have been above the ground all winter.

The leaves closely resemble those of the galax aphylla which are now so much used by florists for wreaths. The leaves have the same heavy veining, leathery texture and serrated edge. Both leaves have a beautiful lustre and the same rich shades of deep red and green. The Galax leaf is a little rounder and more pointed at the apex.

The Galax blossoms later than the Shortia bearing its flowers on stalks a foot high. The exquisite dainty bells of the shortia are about the size of a lady's thimble with a scalloped edge to its five white petals. The stems are pink and this year some of the flowers have assumed a rosy hue.

We grow it in the shade by our wood road in a well enriched wood soil with which peat or black muck from our meadow has been mixed. The heavy snows of this past winter seem to have agreed with it for the plants are in good condition this spring.

M. R. CASE.

Hillcrest, Weston, May 6, 1920.

NEW ENGLAND.

The Brainerd, Shaler and Hall Quarry Co. of Portland, has sold to A. N. Pierson, Inc., the florists of Cromwell, two tracts of land with buildings thereon, located in Cromwell.

The properties involved in the transfer have been leased by the Pierson Company for many years. A portion of the land is being used for coal storage purposes.

It is understood that John R. Barnes has retired from the firm of Barnes Bros., the well known nurserymen of Yalesville, Conn., and will no longer engage in business. He has bought a home in Wallingford, Conn.

HORTICULTURE

Established by William J. Stewart in 1904

Vol. XXXI

May 15, 1920

No. 20

PUBLISHED WEEKLY BY
HORTICULTURE PUBLISHING COMPANY
 78 Devonshire Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor.
 Telephone Fort Hill 3604

ADVERTISING RATES:

Per inch, 30 inches to page..... \$1.25
 Discount on Contracts for consecutive insertions, as follows:

One month (4 times), 5 per cent.; three months (12 times), 10 per cent.; six months (24 times), 20 per cent.; one year (52 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 3, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

On another page appears an interesting article dealing with the registration of new plant varieties. This article was written by Miss Grace Sturtevant, of Wellesley Farms, Mass., a woman who has become famous as an Iris specialist, and especially in the hybridizing of this plant. For a long time the matter of protecting novelties has been discussed in the English trade press and among English gardeners. The matter has also been taken up in this country to some extent. In the American Rose Annual for 1920 Mr. J. Edward Moon, president of the American Association of Nurserymen, has a valuable contribution dealing with this subject. Mr. Moon, who as everybody knows is an active nurseryman in the third generation of successful work, has given much attention to this particular question, and has expressed to us much the same thought as that which he elaborates in the rose annual.

Mr. Moon points out that in almost any other line of work nobody would feel like producing an article that could not be protected by patent rights or at least secured by a trade mark. He feels that no astute business man would by an advertising appropriation back an unpatented, untrademarked, unsecured manufactured article of any kind. In the horticultural world nothing of this sort has ever been attempted, and it is common knowledge that men who have spent years and much money in bringing various new plants to successful development, have had to divide their profits with others who have obtained specimens of the new plants and propagated them so rapidly as to secure a stock early enough to be on the market almost coincident with that of the original. Many people in the trade believe that this is the chief factor in discouraging plant breeders from original work. On the other hand, there are those who claim that this is more of an excuse than any valid explanation. It depends largely upon the point of view.

Unfortunately Mr. Moon chose rather unwisely when he submitted Rosa Hugonis as a case in point. It would appear from his article that Rosa Hugonis was introduced to the trade through the Arnold Arboretum. As a matter of fact, the Conard & Jones Co., if we are correctly informed, obtained its stock from the Veitchs, the English

concern, and did so quite independently of the Arboretum. Of course other nurserymen were perfectly at liberty to follow their example.

Still, there seems to be much point to Mr. Moon's argument that if the originator or introducer of a novelty could sell exclusive rights of propagation to a given concern for a term of years, it would serve to stimulate the propagation and dissemination of worthy new things. It is a suggestion of Mr. Moon that the different concerns be allowed to bid on such novelties and secure the exclusive propagation rights for the ordinary patent term of seven-teen years. This, as he argues, would allow the purchaser an opportunity to secure the proper financing of the enterprise so that the plants could be put upon the market in great numbers, backed by adequate advertising, and given wide dissemination with reasonable assurance of getting back the sum total of the investment, with a fair degree of profit.

Unfortunately obstacles seem to come up when the details of this scheme are considered. That this plan or some similar one is simmering in the minds of many growers is evidenced from the article of Miss Sturtevant, who writes from quite a different angle from Mr. Moon, and yet with the same object in view. It will be noted that the newly formed Iris Society is likely to take up the question in an official way.

One useful tendency which is noted abroad and which might well be adopted in this country is the bracketing of breeders' names after the name of all novelties and newly introduced varieties. This in itself is a step in the right direction, and if the great army of amateur gardeners can be interested in the whole proposition, it is quite probable that some definite and workable scheme for the protection of the originators and propagators of new plants will be evolved.

Apropos of the above paragraphs we should like to say that it would be a splendid thing for horticulture in this country if those in the trade, as well as advanced ama-

teurs, would write more freely for the horticultural publications. In recent numbers of the English papers we find three well written contributions from American writers; the one from Miss Sturtevant is one, and another is that of Mr. B. Hammond Tracy, of Wenham, Mass., also reproduced in this issue. It seems to be quite the proper thing to send in gratuitous contributions to the English papers, setting forth one's point of view on various matters pertaining to plant growing. All sorts of discussions are carried on in the English trade press, ranging from those which have to do with the wages of gardeners to highly technical matters concerning rare plants. Now the number of similar contributions which come to publications of this country are very few in comparison, and they deal more largely with matters of business progress than anything else. Why is it that there isn't more general and hearty co-operation? The columns of our papers ought to be filled with letters or short articles taking up the different questions which are sure to be warmly discussed whenever a group of commercial growers or private gardeners get together. Such discussions are sure to be helpful and an opportunity is being missed because they are not indulged in more freely.

With flowers at their present prices it is wise economy to eliminate white carnations from the observance of Mother's Day, next Sunday. Mothers have other uses for their dollars now. Springfield Republican.

It will be news to many that mother is in the habit of buying her own flowers for Mothers' Day. Maybe the lad who wrote that paragraph is like a lot more of us who speak first and think afterwards.

CHICAGO FLORIST'S CLUB

The last meeting of the Chicago Florist's Club, which was held at the Randolph Hotel, Thursday, May 6, was called to order by President Waters.

Candidates elected to membership were Eric Paselk, Morton Grove, Illinois, office manager, Poehlmann Bros. Co.; L. A. Woodward, Chicago, Illinois, sales mgr. Lord & Burnham Co.

Nominations for membership were as follows: E. D. Burton, 900 Masonic Temple, Chicago, sales mgr., American Greenhouse Co.; H. E. Larson, 431 S. Dearborn St., Chicago, advertising expert, Florist Service Bureau; R. P. Bohlander, grower, Hillside, Illinois; Frank Psenicka, grower, Grosse Point, Illinois; Aram Mestjian, grower, Wilmette, Illinois.

Guy French stated that owing to the waiters strike the committee is obliged to postpone the May party for the present.

The Allied Floral Industries Association of Illinois extended verbal invitation to the Chicago Florist's Club to attend the meeting of this organization Thursday evening, May 13. It was duly moved and seconded that we accept this invitation, and that the members of the Chicago Florist's Club attend in a body.

Through the courtesy of American Greenhouse Mfg. Co., Wonderland Under Glass was again shown by request. Here are presented the first moving pictures ever taken of the manufacture and fabrication of greenhouses. E. D. Burton, sales manager of the Agmco Co., favored the audience with an interesting lecture in connection with these pictures.

It was pointed out that these films were produced at a cost of approximately \$3,500. Many additions are contemplated in connection with these pictures, in order that the films may become of a highly educational value. New scenes will be added, showing greenhouse operations, plant diseases, methods of cultivation, etc.

Florists Service Bureau

Owing to the inability of Mr. Hilmer Swenson to be present for this occasion, his assistant, Mr. H. E. Larson, was called upon to present the program advertised for the evening. Mr. Larson displayed the S. A. F. & O. H. movie "Her Birthday."

Plans had also been made to show the complete list of moving picture slides issued by the S. A. F. National Publicity Bureau, but these slides could not be located. Mr. Larson spoke on behalf of the S. A. F. Service Bureau and pointed out the necessity

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus,
Cosmos, Candytuft, Snapdragon, Lobelia,
Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberose, Caladiums, Dahlias,
Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case,
\$50.00.

If you have not received our Florist List, a post card
will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.

SEEDS AND BULBS Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

GENERAL NEWS NOTES.

John F. Sabronsky, Kenton, Ohio, is to enlarge his greenhouses with the expectation of catering more largely to the wholesale trade. He is spending about fifteen thousand dollars in this way.

Thomas Bros., have established a new flower store on Polk street, in San Francisco. The same concern operated another store at the corner of O'Farrell and Jones street, which has been established for several years. Mr. M. Thomas will remain in charge of the old store while his brother, Mr. T. Thomas, will care for the new establishment.

Mrs. M. J. Ansbro is opening a new flower store at 1563 Polk street, San Francisco. Not long ago she purchased the store of Miss R. L. Murray on Geary street.

of the retailer to closely tie up with the dealer's helps in order to promote the florist business.

Advertising material, such as posters, bill boards, folders, stamps, moving picture slides, etc. will be especially prepared, embodying flower selling suggestions, short films will also be available which may be rented by retail florists.

A rising vote of thanks was extended to Mr. Larson and Mr. Burton for the excellent program prepared by these gentlemen.

There being no further business, the meeting adjourned.

F. LAUTENSCHLAGER, Sec'y.

The Galley Bros.' store on Genessee street, Buffalo, has been closed.

A new flower store has been opened on Main Street, Grand Junction, Colo., by J. W. Watson.



"The Telegraph Florist"

Member of Florists' Telegraph Delivery

**124 TREMONT ST.
BOSTON**

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery
Association

WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.
Member Florists' Telegraph Delivery

**Providence, Rhode Island
Johnston Brothers
LEADING FLORISTS**

38 Dorrance Street
Member Florists' Telegraph Delivery

**Quality and Reliability
WARBURTON**

FALL RIVER, MASS.

Deliveries of Flowers and Plants
in FALL RIVER and contiguous
territory.

**The Beacon Florist
7 Beacon Street, BOSTON**

Near Tremont
J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

Symphony Flower Shop

240 HUNTINGTON AVENUE
Opposite Christian Science Church
BOSTON, MASS.

MAURICE M. SAUNDERS
Manager for Wax Bros. 14 years
Telephones - - Back Bay 8241-58238

Flowers Under Glass

If your winter flowering marguerites have not been started, by all means get in a batch of cuttings right away. There is a never-failing demand for marguerites, especially in the larger cities, and wise florists know that they can grow them at a profit as prices run now. When kept shaded and moist for three or four weeks the cuttings root readily, and may then be potted up, using any good mixture, and placed in the full sun. Some growers prefer pot culture while others use field culture for marguerites. If they are grown in the field they should be lifted early in September and potted up with a rich compost.

There is commonly a good demand for lily of the valley in June, particularly for weddings, and as weddings promise to be numerous this June it will be a good plan to have plenty of valley on hand. A good way to grow them is in frames where they can be flowered in three or four weeks with a fair amount of bottom heat. This means a good layer of manure, with about six inches of sand over it. One good plan is to divide off the frames by partitions so that several different batches may be planted. They must be kept in the dark until the stalks are half grown when the light may be increased gradually.

One word of warning is necessary for those doing this work for the first time. There is danger of giving too much heat, with the result that the stalks become leggy. Do not give any overhead watering after the flowers begin to expand, for otherwise they may be spotted, although there is less danger now than in winter. When the flowers are about half out give them more ventilation and light so that they will start hardening up in good shape and at all times keep them moist at the roots.

It is easy to start allamandas from green wood cuttings, if they are placed on a propagating bench where they can have a little bottom heat. They also may be started in small pots plunged in a cutting bench and kept shaded until they root. The best soil for the pots is equal parts of sand and leaf mold. Gradually shift to larger pots and add more loam to the

**ALLSTON & BRIGHTON MASS.
ROGERS FLOWER SHOP** Member
F. T. D.

1231 Commonwealth Ave., Allston, Mass.

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531 MT. AUBURN STREET
HAROLD A. RYAN, Inc. Member
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We Cover

LAWRENCE, METHUEN, ANDOVER,
NORTH ANDOVER, SALEM, N. H.
and Contiguous Territory
Member of F. T. D.

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National Florist for Taunton and Vicinity



GUDE BROS. CO.
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FLOWERS The Best at
The Lowest

The Largest Popular Price House in
Philadelphia

F. M. ROSS

Send orders to
136 So. 52nd Street, Philadelphia.

Other Stores
13 So. 60th St., 212 E. Girard Avenue
PHILADELPHIA

Member Florists' Telegraph Delivery.
Orders from all except members of
the F. T. D. must be accompanied by
remittance.

**JOHN BREITMEYER'S
SONS**

Cor. Broadway and Gratiot Aves.
DETROIT, MICH.

**Artistic Designs - - -
High Grade Cut Blooms**

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.
Members Florists' Telegraph Delivery
Association.

FOR

KANSAS CITY

Transfer Your Orders to

SAMUEL MURRAY

1017 Grand Avenue

Member Florists' Telegraph Delivery

DARDS FLOWER SERVICE

has spent GUARANTEED SATISFACTION for nearly FIFTY YEARS.

Regular European sailings now established. Let us fill your orders for Steamer Flower Baskets, Corsages and Artistic Boxes of Cut Flowers.

DARDS, Inc., Florist,
241 Madison Ave., New York

S. A. ANDERSON

440 Main St., Buffalo, N. Y.

ANDERSON service means fresh, sturdy stock and prompt deliveries in BUFFALO, LOOKPORT, NIAGARA FALLS and WESTERN NEW YORK.

Member Florists' Telegraph Delivery

HESS & SWOBODA

FLORISTS

Telephones 1501 and L 1500

1415 Farnum St.

OMAHA, NEB.

THE KNOBLE BROTHERS CO.

Flowers and Nursery Products

Member Florists' Telegraph Delivery

We are well equipped to handle your orders.

1200 W. 25th Street CLEVELAND, O.

THE SMITH & FETTERS CO

735 Euclid Avenue

CLEVELAND, OHIO

Flowers of Every Kind in Season

PHILADELPHIA

CHAS. H. GRAKELOW F.T.D.

Everything in Flowers

Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.

E. P. NEWMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER, COLORADO

IN THE

National Capitol

At your service to deliver Flowers or Designs on Order by Telegraph or otherwise. Prompt Reliable Service.

GEORGE H. COOKE

Connecticut Ave. and L St.
WASHINGTON, D. C.

soil. Some well rotted cow manure may also be added. Give them full sun and if necessary feed with liquid manure twice a week.

It pays to keep the roses well mulched at this time, especially in houses which are to be carried on for a little longer, but will be replanted in July. Well decayed cow manure makes the best mulch, as fresh manure would be too stimulating, resulting in the making of soft growth. This is a matter of importance because growth of this kind easily becomes subject to mildew. Do not put on all the mulch at once, but add additional material at intervals. It is best not to have the plants too dry when the manure is applied, and watering is required immediately, even though the time be late in the afternoon. Watering is needed to kill any heat that there may be in the manure, as well as to wash down the ammonia which would otherwise be lost. Roses respond differently to such applications of manure. Several of the kinds which grow very quickly, like Ophelia, Sunburst and Shawyer, give results which show very quickly, the difference in color being discernible in two or three days.

If you can't get cow manure, then do the next best thing and apply some such fertilizer as tankage, dried blood, sheep manure or bone meal, but handling them with care, for they are concentrated fertilizers. The only advice to be given is that the grower experiment with them a little at first. Growers sometimes think that they can get extra quick results by using nitrate of soda, but there is seldom a time when this fertilizer can be recommended. It is too rich in nitrogen, with the result that it causes soft growth and brings trouble to the grower.

Don't be in too much of a hurry to open the side ventilators in the rose house, even though the days begin to get warm. Mr. Arthur Ruzicka says that he never uses his side ventilators except when his houses are being planted, and for a while after, so as not to roast the young plants that have just been put in.

"SAY IT WITH FLOWERS"

Max Schling
Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

CLEVELAND

A. GRAHAM & SON

5523 Euclid Ave.

Will take good care of your orders
Members of F. T. D. Association.

DAVID CLARKE'S SONS

Deliver orders from any part of the country to

New York City

Write or Telegraph

2180-2141 Broadway, New York
Telephone 1563-1556 Columbus

KOTTMILLER, Florist

426 Madison Ave. and 49th St., New York. Also Vanderbilt Hotel

Telephone, Murray Hill 788

Out-of-town Orders Solicited. Location Central. Personal Attention.

Member F. T. D. Asso.

G. E. M. STUMPP

761 Fifth Ave.

NEW YORK CITY

Member Florists' Telegraph Delivery Asso.

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass.

THE J. M. GASSER COMPANY,

CLEVELAND

Euclid Avenue

The Far-Famed Flowers of

TORONTO

Delivered on mail or telegraph order for any occasion, in any part of the Dominion.

JOHN H. DUNLOP

2-10 West Adelaide St. - TORONTO, ONT.

When writing to advertisers kindly mention HORTICULTURE

THE AMERICAN ROSE SOCIETY

An executive committee meeting of the American Rose Society was held at the City Club, New York City, April 22, 1920.

It was voted that the Society should publish an annual report to its members, giving the proceedings of the society for the year, with a list of its members, and other information covering the affiliation of local Rose Societies, rules governing amateur exhibitions, and the purposes for which the society's medals would be awarded.

It was voted that the Secretary be authorized to inform the English and French Rose Societies that the executive committee of the American Rose Society have approved withholding registration of American varieties until assured that the same name has not been registered abroad.

The president appointed the following honorary vice-presidents for the year 1920 and 1921: E. G. Hill, Richmond, Indiana; John Cook, Baltimore, Maryland; Captain George C. Thomas, Chestnut Hill, Pennsylvania, and Charles E. F. Gersdorff, Rosslyn, Virginia.

It was voted that a new scale be adopted for judging displays of cut roses as follows: artistic arrangement—40, quality of bloom—40, variety—20.

It was voted that the American Rose Society's Gold Medal be sent to the Portland Rose Society, to be awarded at their June meeting in compliance with the rules of the American Rose Society.

It was voted that the president be requested to send a letter of condolence to Benjamin Hammond on the death of Mrs. Hammond.

Dr. A. C. Beal, chairman of the Rose Test Garden Committee, made a report of various pilgrimages to be held during the spring of 1920. These are announced as follows: Washington, D. C., June 3; Hartford, Conn., June 24; Ithaca, New York, June 24; Portland, Oregon, June 25, and Minneapolis, Minnesota, July 3.

It was voted that the society should hold a general meeting at Washington at the time of the Garden Exhibition. It was voted that the president should present the Hubbard Gold Medal to E. G. Hill, at the June meeting in Washington, D. C.

The Secretary reported the total expenses on the society in connection with maintaining a booth in the International Flower Show, March 15 to March 21, 1920, to be \$151.25, and that 420 members availed themselves of

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye)....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
Farquhar's Giant Red	1.75		

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; 1/4 oz., \$2.00			
LOBELIA. Farquhar's Dark Blue, Dwarf.....	1/4 oz., \$0.85; 1/2 oz., \$1.50		
PETUNIA. Farquhar's Ruffled Giants Mixed.....	1/16 oz., \$4.00		
SALVIA SPLENDENS BONFIRE	1/4 oz., \$1.00; oz., \$3.75		
SALVIA SPLENDENS COMPACTA	1/4 oz., \$1.00; oz., \$3.50		
SALVIA SPLENDENS	1/4 oz., \$0.75; oz., \$2.25		
SALVIA ZURICH	1/4 oz., \$1.50		
VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00			
VERBENA. Farquhar's Mammoth Hybrids Mixed, 1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00			
VINCA. Bright Rose, White with rose eye, Pure White.....	1/4 oz., \$0.50; oz., \$1.75		

R. & J. FARQUHAR COMPANY
BOSTON, MASS.

STUMPP & WALTER CO.

Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

Bolgiano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A
CENTURY

Special Price List to Florists and Market
Gardeners. Write for a copy at once—it
will save you money.

J. BOLGIANO & SON
BALTIMORE, MARYLAND

EVERYTHING IN CUTTINGS AND
SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

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free entrance to the show, at an expense to the society of \$168.00.

The Secretary made the following membership report of the society on April 21: Regular members, 1,520; life members, 68; affiliated members, 430; honorary members, 10; total, 2,028.

Signed,

E. A. WHITE, Sec'y.

GARDEN SEED

BEST, CARROT, PARSNIP, RADISH and
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The new carnation which Hermann Schwarz of Central Park, L. I., exhibited at the International Flower Show, and which received a silver medal, has been named Siren.

It is understood that Frederick H. Ring, now located at Sanborn, N. Y., is planning to move to Detroit and engage in growing flowers on a much larger scale.

REGISTRATION OF NEW VARIETIES.

Suggestion by a Well Known New England Iris Grower.

The following appeared in the Gardener Chronicle of London:

Here in America, at least, the suggestion of plant patents seems impossible, and with the close contact of horticultural interests in the two countries, action in only one would be an insufficient protection. The matter of registration of new varieties is important, not only for the breeder, but for the amateur, who deserves to receive authoritative guidance in the maze of named varieties. There is no difficulty (for the English grower) in acquiring new plants, but it is only the conscientious breeder or introducer who offers such as are real improvements, and even he is open to error, so that control and regulation are desirable, to put it mildly. There should be a central authority with at least sufficient prestige to warn prospective purchasers, even though it possessed publicity alone as a measure of enforcement. The possibilities of actual publicity and what it might accomplish, I do not know, but recommendations of deserving firms, breeders or varieties are possible, and the undeserving might be listed for the benefit of members. The strength of such action, of course, depends upon the influence of the society in question; it gives a member the opportunity to act wisely. Would not such a proceeding be well within the scope of any society organized for the interests of any one genus of flower? I hope that this question will come up at the first meeting of the Iris Society in New York. Our plans attempt to make it of as much benefit to a member in California or London as in New York itself.

Another phase of the subject is the question of merit; in this respect there is often dissatisfaction with the present methods in making awards. I noted it in the comment on a National Rose Garden, and that is but one instance. Fundamentally the trouble seems to be that the highest awards are given to plants as they are exhibited, not as normally grown; or at times by incompetent judges.

If it were the custom to give only the lower awards at exhibitions and reserve the higher for those in garden tests, much of the difficulty would be overcome. Or, the honorary awards might be withheld and awards of value might be substituted to continue the interest in the production of new va-

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rieties. As it is, we find that many count as valueless the awards of certain societies.

These are merely palliative measures, the fact remains that the breeder is after all dependent on himself alone; I see no other way out, and the following suggestions are of a similar character.

Messrs. R. Wallace & Co. do much (I give credit where credit is due) in bracketing the breeder's name after the name of the variety, and this custom is slowly spreading among other specialists of the Iris, but they have all been handicapped by lack of information as to the origin of many varieties. As with other flowers, a society may secure this information, and the custom will become more general. The establishment of a standard form of description and its use may well form a basis for registration through which a breeder can be informed of similarity to other varieties. This entails a full description, wherein the descriptive terms are clearly defined, and the placing thereof on record with a central body. As to discarding obsolete varieties, the symposium method seems adapted.

I also agree with Mr. Bliss that parcentage should be put on record, though it need not be published for a period of years. Its publication will assist other breeders; in Iris, at least, the originator has a long start of anyone who wishes to follow in his footsteps. In my work it is the untried field that allures; I delight in the uncertainty, the pleasure of anticipation, and I have such faith in the infinite possibilities of any but the most simple crosses that competition is but an added pleasure.—Grace Sturtevant, Wellesley Farms, Mass.

FLOWERTERIA PROVES POPULAR.

El Paso, Tex.—Letting the public make its own choice of flowers and pay for them by dropping coins in a box is being tried here.

A pergola, situated at one side of the store, has an overgrowth of crimson rambler with artificial vines, among which are dozens of small tubes filled with water containing roses and seasonal flowers. At the entrance to the pergola is a card which reads:

DON'T YOU WANT A BUTTON-HOLE OR CORSAGE BOUQUET?

Pick a rose or a cluster of them from our luxuriant shrubbery and place 25 cents in the coin box for each flower you take.

Naturally, theatregoers and others on pleasure bent can hardly resist the invitation to help themselves, with the result the coin box is laden down, not to mention the sales that take place after one enters the pergola and perceives the high-back stalls with glass-topped tables which hold tempting chocolates and bon-bons.

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MANY PLANTS INJURED

Effects of the Severe Winter at the Arnold Arboretum.

The winter of 1919-20, although less destructive to plants in the neighborhood of Boston than that of 1917-18, has been exceptionally severe. Once in December, before the ground was protected by snow, the thermometer at the Arnold Arboretum fell to 12 degrees below zero; later heavy and numerous falls of snow buried and protected plants less than three or four feet high. Unfortunately the snow rested on a layer of ice which did not thaw until the disappearance of the snow at the end of March. This ice layer injured small plants, and this, or the cold nights in December, killed in the Nursery the seedling plants of *Juniperus Pinchotii*. This native of the Panhandle region of northwestern Texas is a handsome tree with bright red fruit. Recently introduced into gardens by the Arboretum, it was hoped that a tree

which grows naturally in a region of excessive winter cold would thrive in New England.

The heavy snow and high winds have broken the branches of several trees and shrubs, and the destruction of the fine species of the dwarf form of the Norway Maple (*Acer platanoides* var. *globosum*) by the weight of the snow on the branches is a serious loss. This plant was imported from Germany in 1888 and for several years has been an object of interest and curiosity to visitors to the Arboretum, especially those who like to study plants of abnormal growth; and its portrait has been thrown on the screen at many popular lectures on the Arboretum and its plants.

Field mice, which have destroyed during the winter by girdling thousands of young trees in New England orchards and nurseries, have done comparatively little damage in the Arboretum. A number of shrubs have lost branches; a ring of bark has been entirely removed from the stem of one of the three plants of a Chinese

Box Elder, *Acer griseum*, and this plant will probably not recover. Other interesting young trees which have been badly injured by mice are *Acer mandshuricum*, the great Box Elder of northern Korea and Manchuria and *Acer Davidii* from western China.

Rhododendrons, *Kalmias* and broad-leaved evergreens are generally in good condition, although the *Kalmias* which last year produced an unusually large crop of flowers this year are carrying few flower-buds. A few conifers have suffered, but the damage to these plants is less serious than it was two years ago, and, judging by reports from Long Island and the middle states, the Arboretum conifers have suffered less than those in some of the collections further south.

The young Cedars of Lebanon raised from seeds gathered in Asia Minor, and for many years believed to be proof against the rigors of the New England winter, have lost or will lose many leaves as they did for the first time two years ago. The buds appear to be uninjured and the



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trees will undoubtedly put out new leaves. Their spring beauty, however, is spoiled, and much losses of foliage will check their growth which up to two years ago had been more rapid than that of any other conifer in the collection.

Two years ago the numerous specimens in the Arboretum of the Black Pine of Japan (*Pinus Thunbergii*) lost much of their foliage and the trees look even worse now than they did two years ago. The buds are generally alive, but it will be a long time before these trees regain their former

vigor. This Black Pine is a southern sea-level tree and in this country is more picturesque than beautiful. In Tokyo, however, and by the sides of the great southern Japanese shore highway there are magnificent specimens. Raised at the Arboretum from seeds planted in 1893, *Pinus Thunbergii* was never injured here until the cold of the winter of 1917-18 ruined its foliage. The short-leaved southern Pine (*Pinus echinata*) has lost many leaves again as it did two years ago; and although this valuable tree finds its northern home on Staten

Island and Long Island, New York, it will probably never grow to a large size here or prove itself important for the decoration of northern parks. The oldest specimen in the collection was raised here in 1879 from seeds collected at the Peaks of Otter in Virginia and has suffered less than the younger trees raised from Staten Island seeds.

Young plants of the Mexican White Pine (*Pinus ayacahuite*) which have been growing in the Arboretum for several years and have not before been injured by cold look as if they had been browned by fire and will probably die. Small plants of *Abies magnifica*, the great Red Fir of the California Sierra Nevada, and *A. cephalonica* var. *Apollinis*, from south-eastern Europe, both trees of doubtful hardiness, are killed; and of the three trees of the California form of *Abies concolor* the *A. Lowiana* of English nurserymen and the *A. Parsonsii* of some American gardens, the leaves of two are for the first time badly browned, while those of the third are uninjured. Here and there a branch with brown leaves appears in the Pinetum, but on the whole the collection of conifers is in better condition than might have been expected.

Among the trees which do not grow naturally in New England three are now conspicuous by the freshness and beauty of their foliage; these three trees are the Hemlock from the high mountains of the Carolinas (*Tsuga caroliniana*), the Spruce-tree of the Balkan Peninsula (*Picea omorika*), and a Japanese Fir-tree, *Abies homolepis* (or *brachyphylla*). The last is a tree of dense habit, dark green leaves and purple cones; it must not be confused with another Japanese Fir-tree which botanists consider a variety of it and now call *A. homolepis* var. *umbellata*. This is a faster growing tree of open habit, with light green leaves and gray cones. It is less hardy than the typical form, and leaves on most of the specimens in the Arboretum have been browned during the past winter as they were two years ago. Except in general collections and as a curiosity this variety is not worth planting.

George Watson's Corner

"You in your small corner and me in mine."

Howard M. Earl one of the closest observers among well posted seedsmen in this country speaks very cheerfully of the seed situation at the present time, and is quite hopeful as to the final results when May and June business comes to be summed up. In a recent interview he was quite emphatic in stating that:

"Owing to the lateness of spring, and the awakening of the American people to a probable shortage of vegetables the coming season, May and June will be the banner months for the seed business this year. Present indications are that counter trade will be unusually heavy until real July weather sets in."

Wallace Pierson brought with him from Connecticut on his visit to the Quaker City last Tuesday a fine lot of the new white rose Mrs. John Cook which his firm is putting on the market this year. The exhibit was staged at the Florist Club meeting by the S. S. Pennock Co. and excited much favorable comment. It is certainly a magnificent flower. The writer had the good fortune to get a couple of blooms to take home to Lansdowne for Mother's Day and there was much rejoicing in that elegant borough among the ladies of his household and others. The bearer of that message from Cromwell was some hero just then.

GENERAL NEWS NOTES.

The Robert Craig Co., of Philadelphia, is planning to move its headquarters in July from 49th and Market streets to Norwood, which is about 18 miles from Philadelphia. The building which has been occupied so long has been sold. It is understood that the greenhouses at the same location will be sold, too.

John Weiland, of Chicago, has decided to adopt the Sunday closing rule. He says that his stores will not be open on the Sabbath after early June, notice to this effect being sent to his customers by means of cards enclosed with their orders.

The Ove Gnatt Co., is erecting a new plant at Evergreen, Ala., for the purpose of preparing magnolias.

GLADIOLUS COMBINATIONS.

Mr. B. Hammond Tracy Writes About Some of the Most Valuable and Most Beautiful Varieties.

The Horticultural Journal, of London, Eng., has an interesting letter in a recent number from Mr. B. Hammond Tracy, the well known gladiolus grower of Wenham, Mass., in which Mr. Tracy discusses several matters of interest to gladiolus growers, and to the trade in general. Among other things he says:

For several years fashion or vogue in flowers has been as pronounced as in clothes or furnishings. At Cedar Acres, the past season, purple and gold were in great demand.

Fortunately, in our borders we had plantings of purple and gold Gladioli with purple and gold Salpiglossis. At the base, to cover the earth and give added beauty, were carpets of purple Verbena, purple Phlox, blue-purple Petunias, and here and there a touch of pink Verbenas. Blue Salvia and gold Celosia were among the unusual things growing near standard Heliotrope. Rising in the background, green bushes of Buddleia were covered with fragrant trusses of lavender flowers.

In the show rooms these same colors found expression in harmonious arrangements, for by mere chance we were able to satisfy the demand by the use of flower containers in the same tints.

Gladiolus Amethyst, now a prime favorite, was used most effectively with Pink Perfection. We know of no flowers but tulip La Reve, and a few chrysanthemums, which have the coloring of Amethyst. The soft heliotrope, suffused rose, is always well placed when used with the creamy buff of Niagara or Loveliness. Amethyst or Prince of India with Baron Hulot make a truly Persian combination.

Gladiolus Mrs. Francis King, Liebesfeuer, Pink Perfection, Crimson Glow and Independence, glowing red and rose and pink, in stately four foot spikes, were quite the most glorious tribute to the gardener's art that ever went from our showrooms. They are equally gorgeous as a planting.

The exquisite coloring of White Glory with Baron Hulot is hard to describe. Chaste, cool and lovely, it needs only to be seen to be desired. Almost equally lovely is Iris Spray, the new lavender, with Daybreak, lovelier as it fades, or with the rich cream of Niagara.

The soft yellow of Yellow Prince and the clear iris blue of Jacinthe make a

most effective combination for vase or gift box.

Gladiolus Mrs. Dr. Norton is quite alone in its beauty. No other variety equals this in its class—silvery whiteness—with dainty touches on the tips of petals. It is more like a veiled silvery pink.

The Primulins Hybrids were increasingly beautiful and popular last year. The exquisite beauty of these Gladiolus butterflies is difficult to describe. In form and color no other flower quite equals them. Smaller than the other types of Gladioli, the daintiness of form and arrangement on the graceful spikes add to their decorative value. They are not found in many florists' shops, for they are not the "big pumpkins" demanded by those who want quantity. Yet they are the coming Gladioli. No two spikes of bloom are just alike and each seems more beautiful than the last. Colors ranging from the lightest primrose, through apricots, yellows, orange and bronze, to deep rich rose and reds, all placed together in one vase give a startling picture of nature's work of art.

We have as a basis for our unqualified praise of these Gladioli, the fact that almost every order for flowers or bulbs includes Primulins Hybrids. They are, without question, unequalled for forcing.

The small blooms of the Primulins specie, just as it grows in South Africa, are now in great demand and large plantings are made in the cutting garden, or in clumps in the hardy borders. These are quite the daintiest yellow blooms obtainable in mid-summer.

In buying bulbs, do not always select the largest bulbs. You lose the cream of the stock offered. Many of the choicest varieties do not produce large bulbs; the large bulbs may prove to be "blind," past blooming age. Size is not virtue, but it is essential that the bulbs should be of blooming age, fully developed and healthy, rather than large and overgrown, punky and soft.

B. HAMMOND TRACY.

Sahle Brothers have just completed extensive additions to their greenhouses on Newton street, Freedonia, N. Y., making their plant one of the largest in the Northern Chautauqua section.

The greenhouse controlled by Mrs. E. M. Welsh, on Annawam St., in Hartford, Ct., has been sold and Mrs. Welsh will now give her attention to a new store in the Aloin House.

Geo. Kessen, for some time connected with the Avondale Flower Co., has now gone with H. W. Sheppard, of Cincinnati, Ohio.

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**LABOR QUESTION UPPERMOST.**

Discussed at the Gardeners' Confer-
ence in Boston.

There was a well attended gather-
ing of gardeners at the conference,
held on Thursday evening, May 6th, in
Horticultural Hall, under the auspices
of the Boston members of the Na-
tional Association of Gardeners. Rob-
ert Cameron acted as chairman of the
meeting.

The discussion centered chiefly on
the labor problem and how it affects
the country estates, and on the inabil-
ity to secure skilled help. It was
pointed out that in many instances the
ordinary laborer is receiving more
compensation for his eight or nine
hours a day work on the estates than
the superintendent who employs him,
while it is almost impossible to secure
assistant gardeners as they have been
attracted to other industries where
the compensation is better and the
hours of work less.

How to interest the young men in
the profession of gardening was a
much debated question with no prac-
tical solution forthcoming. The Sec-
retary of the National Association of
Gardeners who was present reported
that the committee which has this
matter in hand is about to present
the advantages that the gardening
profession offers to young men to the
educational sources of the country to
have them bring the opportunity to
the attention of the boys about to
leave school, to whom the call of the
great outdoors may be more enticing
than the office or the shop. Some of
the gardeners told of young men who
wanted to train for the gardening
profession. While some of them man-
ifested keen interest in the work,
others, finding it too arduous, soon
dropped out. This, however, holds
true with any vocation.

W. N. Craig was asked to tell of his
attendance at the annual meeting of
the Garden Club of America, which he
addressed in New York City last
March. He reported that the ladies
were very much interested in the wel-
fare of the professional gardeners, and
that they are in sympathy with his
viewpoint on the subject. Mr. Craig
warned that he found the members of
the Garden Club unusually well in-
formed on gardening and on the com-
mon and the rare inhabitants of the
garden.

Mr. Cameron related his experience
with the farmerettes, which are regu-
larly employed on the estate of which
he is in charge. He said that while at
first he did not favor the idea, he has
been compelled to change his views,

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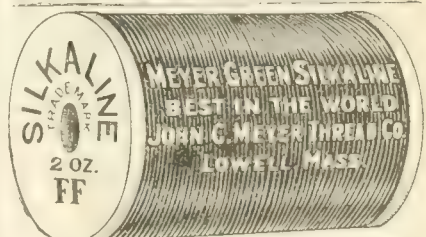
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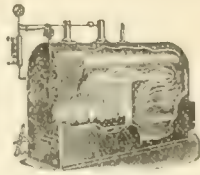
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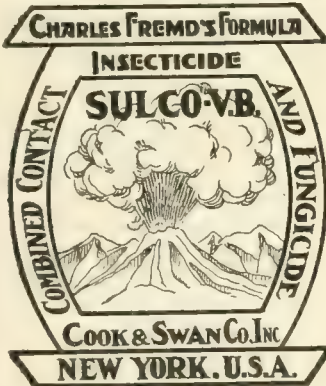
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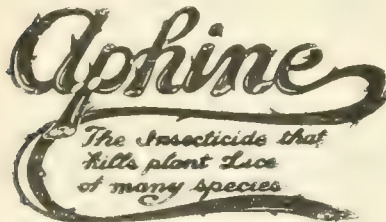
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1/2 Pint, 30c.; Pint, 50c.; Quart, 90c.; 1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00. Direction on package.

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Dept. S. 420 W. Lexington St., Baltimore, Md.

for the young women take great interest in their work and are steady workers. Mr. Cameron recommended that where there is help shortage and it is possible to secure farmerettes, they be given a fair trial.

A lively discussion on what constitutes proper compensation for employees on country estates was carried on between Messrs. D. Finlayson, J. Methven, A. K. Rogers, W. N. Craig, and J. Donald. This revealed that conditions are not alike on any two estates, and that country estates as a rule are self-governed. A suggestion that a uniform schedule might be of some advantage was promptly tabled as having a tendency towards unionism, to which the professional gardener, as indicated by the attitude of those present, is decidedly opposed.

The resolution of the Massachusetts Horticultural Society to have a meeting of all horticultural organizations at an early date to adopt some plan of action to bring about a modification of Quarantine Bill No. 37 was endorsed by the conference.

GENERAL NEWS.

The Everygreen Flower Shop is a new enterprise at New Brunswick, N. J. J. Fred Hoehn and Thomas J. Fitzgerald are the proprietors.

Ben Gruber is now the sole owner of the Hundertmark Flower Shop, 589 Main avenue, adjoining the People's Bank Building, Passaic, N. J. Mr. Gruber bought out the interest of Jack Braunstein. This is the third sale of the shop in the last two months. Harry Simon originally bought the place from William L. Hundertmark. Then Mr. Simon sold to Messrs. Gruber and Braunstein jointly.

I. Subin and H. Boverman, proprietors of a florist shop at 6003 Market street, Philadelphia, were awarded \$1,200 damages yesterday against their former landlord, T. Reese Howard who, it was alleged, illegally ejected the plaintiffs from their store.

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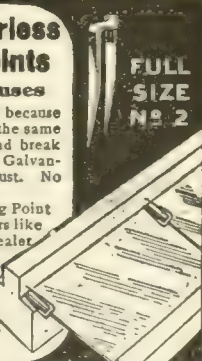
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over it." Just so long as he holds out will the full measure of benefit from the campaign be delayed. Now don't be a skinflint, because it is easy to be one. If our noble army of subscribers had been skinflints, the florist business would not be what it is today, prosperous, and to be made more so when our fund increases.

What our committee needs now is more money to work upon. We are faced at this time with the problem of providing for our fall advertising, which includes Thanksgiving and the Christmas holiday advertising, contracts for which must be placed months ahead of the dates of issue. There is also much advertising for ordinary every day business to be provided. It was surely noticed how well floral gifts showed up in the Christmas trade of last year. Help to make it twice as good this year—it can be done through judicious advertising.

Why not give your support now, when the committee so greatly needs it? Send your cheque to the Secretary right away—and don't worry as to the amount; whatever you give will be gratefully appreciated.

JOHN YOUNG, Sec.


43 West 18th Street,
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THE NATIONAL ROSE GARDEN PILGRIMAGE.

The summer meeting of the American Rose Society will be held in Washington, D. C., June 2, 1920. All visitors are expected to register at Mr. Gude's store on F Street between 9 and 10 A.M. Promptly at 10 o'clock the party will proceed by auto to the Department of Agriculture to pick up any others who may have registered at the Department Main Building. The party will then proceed to the garden for an inspection, two hours being allowed for this. There will be no speeches at the garden, these being reserved for the banquet which will follow later. At 12 o'clock the party will be taken to Twin Oaks where as in former years an enjoyable time will be spent, two hours being allowed. The banquet will follow and at this function certain prominent members will uphold the oratorical traditions of the society. The report of the judges will be presented at the banquet.

At 4 o'clock the party will be conducted to the site of the Show Garden, the same to be dedicated with appropriate speeches. Those in charge have prepared a program well provided with entertainment and it behooves the members of the American Rose Society to encourage those in charge of our National Rose Garden by attending the

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meeting. There is going to be a larger attendance than any previous year in the history of the National. Are you going to attend the banner meeting and partake of the joys and pleasures of this Feast of Roses?

A. C. BEAL, Chairman
Central Test Garden Committee

The newly incorporated Houston, Texas, Floral Co., has a capital stock of \$35,000. Paul A., Fred M., and L. M. Carroll are the incorporators.

Van Meeuwen & Tegelaar, of Manhattan, N. Y., have been incorporated as florists, with a capital of \$5,000.

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THE MARKET.

Ever since Mothers' Day the market has been in the buyers' hands. This seems to be the report from all over the country. In some instances business has stiffened up early this week, but there has been a falling off again. The reports from Philadelphia say that some items there, notably sweet peas, are the best that have ever been seen at this season of the year.

Advance bookings for Memorial Day are now in order and there seems to be every reason to expect a lively business. Peonies from nearby points will be scarce, however, on account of cool weather, unless next week proves to be unusually warmer. None of the markets are short and late reports from New York, Buffalo and other cities show a downward tendency as in Boston.

Roses are plentiful and cheap in New York, being quoted at from \$2 to \$15 per 100, while the Pittsburgh market is considerably stiffer. Carnations are also low in New York, but Pittsburgh is quoting at \$8 per 100. In Boston they are from \$4 to \$6, which is also the Buffalo quotation. Callas run from \$6 to \$15 in different markets according to quality, and other lilies are about the same. The quotation for lilies is varied of course, in different markets, but these prices hold true in New York. Sweet peas are selling readily at from 50c. to \$2 and are of good quality. Snapdragon brings between 50c. and 75c. per bunch. Marguerites range from \$1 to \$4. Tulips seem to be unusually scarce and there have been almost none at all in Pittsburgh; in Boston they are fairly plentiful at from 2 to 4c. Baskets of pansies are selling at \$3 per dozen. Plenty of outdoor lilacs are showing up in New York.

SHOW LARGELY ATTENDED.

Six Thousand People See Orchids and Other Flowers in Boston.

There was a record breaking attendance at the flower show at Horticultural Hall, Boston, last Saturday and Sunday. Over four thousand people visited the Hall, Sunday afternoon, and nearly two thousand on Saturday afternoon. Probably a majority of these people came to see the orchid exhibit staged by Mr. Albert C. Burrage, of Beverly. This display was well worth going to see, including as it did a hundred exotic plants of different species, in addition to a special group of fifty hybrid Odontoglossum and Odontioda orchids. The blooms of the Odontoglossums while small were exceedingly lovely in their wide range of delicate colors and excited great admiration. It had been said in the past that such a display could not be made in this country, but Mr. Burrage has proven the falsity of such a statement.

Next to the orchids an exhibit of Calceolarias from the Arthur Lyman estate in Waltham was viewed with greatest interest. This exhibit under the direction of George F. Stewart, the gardener, included some of the most magnificent Calceolaria specimens ever seen in the hall.

George F. Buxon, of Nashua, the well known florist, exhibited three plants of a new geranium, Mrs. Buxon, which is very promising. Besides the flowers there was a good display of vegetables.

The list of prizes and gratuities awarded is as follows:

Hillcrest Prizes

Flowers.

Narcissi—Twelve vases, twelve scapes in a vase, not less than six varieties: 1st, Edward A. Clark; 2d, Faulkner

Farm. Tulips—Darwin, twelve vases, six blooms in a vase, not less than six varieties; 1st, Edward A. Clark. Best collection of Tulips; 1st, Edward A. Clark.

Gratuities—J. T. Butterworth, display of Orchids in baskets; Arthur Lyman, Calceolaria Stewartii in variety; Miss Cornelia Warren, Pelargoniums and Amaryllis.

Gold Medals—Albert C. Burrage, collection of Odontoglossums and Odontiodas.

Silver Medal—George F. Stewart, Calceolaria Stewartii Lymani.

Cultural Certificate—Douglas Eccleston, Coelogyne Pandurata; Douglas Eccleston, Coelogyne Dayana.

Honorable Mention—George E. Buxton, new geranium, Mrs. George E. Buxton; Hillcrest Farm, for cultivation of herbaceous plants in pots.

HILLCREST PRIZES.

Vegetables.

Asparagus—Twenty-four stalks, not bunched; 1st, Oliver Ames, Giant Argenteuil; 2d, Edward A. Clark, Canover's Colossal; 3d, Hillcrest Farm, Reading Giant. Cauliflower—Three heads: 1st, Edward A. Clark; 2d, Oliver Ames; 3d, Hillcrest Farm. Rhubarb—Twelve stalks: 1st, Oliver Ames, Linnaeus; 2d, Edward A. Clark, Linnaeus; 3d, Oliver Ames, Victoria.

Honorable Mention—Hillcrest Farm, Udo (Aralia cordata).

CHRYSANTHEMUM ROOTED CUTTINGS

3,000 EARLY FROST
 1,500 YELLOW BONNAFFON
 500 SEIDEWITZ
 500 WHITE BONNAFFON
 250 CHIEFTAIN

3.50 per 100 \$30.00 per 1,000

W. D. HOWARD

MILFORD, MASS.

HORTICULTURE

Vol XXXI

MAY 22, 1920

No. 21

THE TALK OF THE TRADE

Flowering plants for late fall and winter will again be good property the coming season and it is time now to lay your plans. *Primula obconica* is always a good seller, and barring the fact that it is poisonous in some cases, it is an all around satisfactory plant. There are, however, some florists who will not handle *Primula obconica* at all, and it is a question in my mind if they are not justified. I have known of several severe cases of obconica poisoning, and in more than one instance the florist found himself in quite serious trouble with his customers. Well grown obconica, however, is a very pretty plant and the storeman who handles them finds a ready sale and feels reasonably sure that he is turning out a plant that will be satisfactory in the house. If you are going to grow this crop and haven't started the seed up to this time, you should do so at once.

Cineraria is another plant which always gives satisfaction if grown cool enough, and for early plants, seed may be sown now. It will be wise to follow along in spells of two to three week intervals with successive sowings, but above all when finishing this crop, use tobacco freely so that it will go into the hands of your customer absolutely free from aphids. It is a very unsatisfactory plant unless turned out clear of this pest.

This also applies to *Calceolaria*. This plant is not so easily grown as the cineraria or the primula, flowers much later, and in fact I believe the best results are obtained from late sown seed. Until the nights become a little cool around the first of August, it is a pretty hard job to handle the small seedlings without losing a big percentage from damping off. The calceolaria is by no means an easy plant to grow, as it takes very careful watching from the time the seeds are sown until they are finished, but they are well worth the trouble and will bring a price that is proportionate.

Of course in mentioning winter-flowering plants, we must not forget *Primula chinensis*. There is plenty of time to start these yet, and unless you

want extra large plants, I believe later sowing will do every bit as well. Four and five inch pot plants are desirable sizes and find a more ready sale.

I saw a ground bed of Peonies being forced at Harold Ryan's Greenhouses, opposite Mt. Auburn Cemetery, Cambridge, and while this may be a more or less common practice, it is the first time that I ever saw it done. It appeals to me, however, as a crop that can be made profitable. He had a fine, heavy set of buds, and these blooms should bring quite a fair price, coming in as they will before the outside crop. I am not ready to vouch for what the profit will be from this crop, but I can't help thinking it will be well worthy of a trial.

It is doubtful if there ever has been a time in the history of our business when so much trouble has been caused by delayed shipments, not only express but parcel post as well, and I think that every shipper of plants and flowers is having about all the trouble that he can handle. A great deal of this delay can probably be laid to the fact that there is such an accumulation of stock held over from the time of the express strike, but it is also a fact that freight and express matter is so heavy that the railroads are not equipped and are not keeping up with their increase of business. Speaking for the shipper who has a lot of stock to move and wants to get the stock out in good

time, I want the buyer to stop and think for a minute, and if your stock does not come to you as promptly as you expected, it may be the fault of the express company and not the firm from whom you bought. I know of one grower who packed a lot of plants for shipment to Cleveland. Part of the shipment went out in the evening, part of it not being finished in time was held over to go the next morning. When that stock was taken to the express office, the grower was informed that the embargo was on again. That particular lot of plants had been held up for nearly two weeks awaiting an opportunity of shipment. The crates were delivered to the express office, the express company refused to take them, and they were returned to the greenhouses and stock unpacked. Another attempt was made to send out, and after waiting a number of days and switched back and forth with the information that the stock could go the plants were finally sent out. All the time, the customer on the other end was getting more impatient, and neither the buyer or shipper was to blame.

Would advise any grower shipping now to ship in open crates. Don't pack solid as there is danger of the stock being on the road so long that it will become heated in transit, and that would mean a ruined lot of plants.

There seems to be good prospects of a generous supply of feverfew, stocks, candytuft and gladioli for Memorial Day. Let us hope that it will materialize. From what I have been able to observe



Crotons in 4-inch Pots

in various parts of the East, the benches are pretty well planted with stock that promises to be in good time for that season. I believe the flower market will be generously supplied with cut flowers of all kinds and that should mean for everyone a fine, big Memorial Day business.

While Crotons are considered mainly in the line of a holiday and winter plant, we are now coming to the season when they can be used very nicely in another way, and that is in porch boxes in shady locations, mixed in with ferns and other plants of a like nature. Hotels, clubs and private residences at the various summer resorts furnish ample opportunities for the use of boxes of this character, and good croton stock in medium sizes suitable for box work is in fairly good supply. The narrow leaved types, such as Florence, Golden Thread and Delicatissima are especially fine for jardiniere and table work and with them a number of the Dracaenas can be used, such as terminalis, Kelleriana and Lindenii.

I have been interested to note that for the first time the Copley-Plaza Hotel in Boston has filled its window boxes with flowering plants. The effect is remarkably good, and has brought many favorable comments. The work was done by Hoffman, who used 800 Poitevine Geraniums and 450 Vincas. The very simplicity of the decorations add to their charm. In the fall the boxes are again to be filled with boxwood, of which Mr. Hoffman has just purchased a supply. The use of window boxes is constantly growing in favor and filling them is a line of work which florists can take up with profit.

Pachysandra terminalis

2 year old plants,

\$12.00 per 100, \$100.00 per 1000

Euonymus radicans

3 year old plants

\$12.00 per 100, \$100.00 per 1000

JAMES WHEELER

NATICK, MASS.

Memorial Day business in Boston promises to be the biggest in the history of the city. This is especially true as regards artificial goods, wreaths and prepared stock of all kinds. Mr. Charles Robinson, of the Henry Robinson Co., told me a few days ago that he had been obliged to cancel all advertising and call in some of his salesmen, because the company had all the orders it could possibly fill. Moreover, the price has constantly been going up, so that if he had the goods now which he sold two weeks ago he could make a great deal more money on them. Mr. Robinson said that apparently the matter of price did not have any effect on the trade. The whole question was that of getting goods enough to go around.

In most parts of the country Mothers' Day was a distinct success, judging from the different people with whom I talked. Samuel Murray, of Kansas City, says that Mothers' Day business there demonstrated the fact that the day is now too well established to be hurt by knocks of the nature appearing in some of the papers. He says that the demand for plants and cut flowers was about equal with him, and that he had a great many fine Gloxinias which sold well. Owing to a severe hailstorm just before Mothers' Day, most of the carnation growers near Kansas City had their stock ruined with the result that there was a big shortage of carnations in the market. Flowers sold for \$4.00 per dozen. Mr. Murray himself sold none out of the store, holding his stock to take care of his F. T. D. orders, but he could have moved a great quantity of them had he had them, as the demand was strong. Mr. Murray feels particularly good over the prompt and liberal support given by the florists of the city towards an advertising campaign which was started for Mothers' Day. For the first time all the Kansas City florists cooperated on their advertising, this being due in great measure to the efforts of Miss Hayden, one of the enterprising young ladies in the Murray establishment. About \$900 was raised, and was used in the local papers. No doubt it was due in large measure to this publicity that a marked increase of business was observed. Mr. Murray says that he is able to report an increase of 40 per cent on sales. On the F. T. D. business there was an increase of 70 per cent.

The widespread utility of the F. T. D. development is illustrated by the fact that one order was sent to Aberavon, Wales, a suburb of Cardiff.

Worth While Primulas

Malacoides Rohrerii. The best strain of Malacoides on the market. Years of patience have developed it to perfection. The beautiful shades of Rose Pink, Light Lavender and Snow White make it one of the most desirable and profitable plants to grow, not only as single plants, but for combination work it cannot be excelled. 100 1000
Pink and Lavender Mixed, 2 1/2-in. \$7.00 \$60.00
Pure White, 2 1/2-in. 7.00 60.00
Malacoides Townsendi, 2 1/2-in. 8.00 70.00
Obconica, Rosea, Gigantea, Grandiflora, Apple Blossom and Kermesina, 2-in. 7.00 60.00
2 1/2-in. 8.00 70.00

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Wholesale Plantman

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READY NOW

200,000 Fall Transplanted Pansies in Bud and Bloom

Superb strain, \$2.25 per 100, \$20.00 per 1,000. A few thousand extra large at \$3.00 per 100, \$25.00 per 1,000.

A trial order will convince you these are the best you ever had. You need them for your particular trade.

Geraniums, Nutt, Buchner, Poitevine and Ricard, out of 4 inch pots, \$15.00 per 100.

Forget-me-nots, \$5.00 per 100.

Cash, Please

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MICHELL'S FLOWER SEED

CINERARIA

Our Grandiflora Prize Strain cannot be excelled for size and beautiful colorings.

	1/2 tr. pkt.	tr. pkt.
Grandiflora Prize, Dwarf	\$.60	\$1.00
Grandiflora Prize, Medium		
Tall	.60	1.00

PRIMULA CHINENSIS (Chinese Primrose)

A superb strain grown by a specialist.

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Michell's Prize Mixture. An even blending of all colors	\$.60	\$1.00
Alba Magnifica, White	.60	1.00
Chiswick Red, Bright red	.60	1.00
Duchess, White, with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens, Crimson	.60	1.00
Rosy Morn, Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type, flowers much larger

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Lilacina, Pale lilac	\$.50
Kermesina, Deep crimson	.50
Roses, Pink	.50
Alba, White	.50
Hybrida Mixed	.50

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Wake Up to the Memorial Day Business

New England has long felt its success. Why not develop trade in all parts of the United States and Canada the same as we have done in New England?

124 Tremont Street, Boston, Mass.



PLANS FOR THE DAHLIA SHOW.

A meeting of the Executive Committee of the American Dahlia Society was held at the Grand Hotel, New York, on Monday afternoon, May 10, 1920.

A prize schedule for the fall Flower Show was partially prepared to be completed by the committee and presented at the next meeting, June 14.

More than half of the trade space has already been taken for the Dahlia Show to be held at the Hotel Pennsylvania, New York, September 27, 28 and 29, and many prizes have been contributed. The indications are that the total number and value of the prizes will be more than offered at any previous show.

Quite a number of orders have also been received for trade tickets which are offered at \$25.00 a hundred, the regular admission being 50 cents.

It was finally decided that only exhibitors occupying trade space will be allowed to do business in the hall during the show and that all competitive exhibits will be together, separate

from trade exhibits and not combined as was originally intended.

The many obstacles appearing have been overcome and everything now points to this being the largest and most successful show of any single flower ever held.

EDWARD C. VICK, Sec.

BOSTON.

The executive committee of the Gardeners' and Florists' Club of Boston has voted to hold a field day in the Arboretum on June 12. The Club will also hold a lady's night on the evening of June 15, and the annual picnic of the Club will be held at Cunningham Park, East Milton, July 22.

The May meeting of the Gardeners' & Florists' Club of Boston was held Tuesday evening with an attendance of about fifty. The address of the evening was given by Prof. Duchant, who

spoke on Service, and who was listened to with great interest. He used the blackboard to illustrate his points, and told of various ways in which both individual and business efficiency could be increased.

A hand cultivator was demonstrated and attracted considerable attention. It is the smallest power cultivator which has yet been seen and some of the growers seemed to think it might be used to advantage as a means of making up for lack of hand labor.

Refreshments were served at the close of the meeting.

Messrs Rogean and Noyes, well known salesmen in the Boston market have taken the agency for the Mary Garden Auto Cultivator. They believe that this cultivator can be used most successfully by growers and have a machine on exhibition at the market which has aroused much attention. Both men are known as hustlers and are looking for a large business this Spring owing to the difficulties in procuring labor.

"FRANK H. DUNLOP"

We are now catching up with our orders, and now offer for immediate delivery:

	Per 1,000
5000 F. H. Dunlop, 2½ in. own root.....	\$300.00
3000 " " 2½ in. grafted.....	375.00
1000 Premier, 4 in. own root.....	300.00
5000 " 2½ " ".....	175.00
5000 Columbia, 2½ " ".....	150.00
5000 Ophelia, 2½ " ".....	125.00
1000 American Beauty, 4 in. own root.....	200.00
3000 " " 2½ " ".....	200.00

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MADISON

NEW JERSEY

HORTICULTURE

Established by William J. Stewart in 1904

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Entered as second-class matter December 2, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

The Florists' Exchange discusses the advisability of having music at flower shows. One of our wide-awake readers sends us the following comment, which it seems to us disposes of the matter rather neatly:

"Anyone that says that flowers and music don't mix is talking like a frog. Of course, at a Flower Show, the music should be only incidental—the same as flowers should be at a Music Show. Sweet to the eye, sweet to the ear, fragrant as the morning daffodil, and glorious as the sunrise on a smiling morn—that's the ideal Flower Show. The first thing is to make a good show—then get the people there—even if it takes a steam calliope to wake them up. The rest will take care of itself and education has begun."

Difficulties with the postal service seem to multiply, with the result that all publishers find it exceedingly difficult to get their periodicals delivered on time. Complaints cover not only great delay in second class deliveries, but gross neglect and failure to deliver third class matter. It was reported that a short time ago the New York postoffice had on hand 80,000 bags of undelivered mail which had to be placed in a warehouse until it could be forwarded. Warehouses were said to be maintained in numerous western terminals such as Omaha, Kansas City, St. Louis and Chicago for the storage of third class mail. Delivery of local third class matter has been reported as in some cases 22 days late. In one case where 1,600,000 pieces of third class matter were mailed for delivery throughout the country before February 17, only 25 per cent were reported delivered over two months later. The National Publishers' Association is conducting a country wide investigation of this matter, and it is hoped that before many weeks more have passed some radical improvement will have been effected. Apparently there never was a time when the postoffice

department was in such a totally demoralized condition as now, and with a threatened restriction of the size of publications, with a possible tax on advertising, and unheard-of prices for paper, the situation in the publishing business is made exceedingly hard.

Flowers We clip this interesting item from the Philadelphia Record."

For many years the children of New England have indulged in a pretty practice that might very well be adopted here. During the last week or two of April the youngsters of both sexes busy themselves making May Day baskets of tinsel and crepe paper, which they fill with candles, and on May Day go about exchanging these with their schoolmates. This sort of thing could be made quite as effective a part of the current plan for circumventing the belligerent Reds, who have always batted upon May Day for their evil activities, as any of the other demonstrations of the American spirit that have been put into operation throughout the country. Let us take May Day from the Reds and give it back to innocent childhood, for it is to the children that May Day belongs.

To all of which we cordially agree and add the suggestion that flowers might be substituted for candies to help along their little minds as well as their little palates. The sweet tooth will take care of itself. Or, if you like—give them both.

Memorial Day Viewing Memorial Day from the standpoint of the New England florists, every prospect pleases. In other words there is promises of the biggest Memorial Day

business which Boston at least has ever known. It seems rather strange that the rest of the country has never made as much of a success of this occasion as has New England. In this section it is one of the biggest days of the year, while in many other places further West it passes without a great amount of attention and of course, is largely neglected in the South.

With the increased business of Mothers' Day to illustrate what can be done with proper publicity and a general attitude of co-operation, it is safe to predict that Memorial Day can be made, with a little handling, an exceedingly profitable day for florists in all the Northern and Western States, at least.

We are glad to find that even in the small cities the benefits of co-operative advertising and a general disposition to pull together on the part of florists is being manifested. In Syracuse the florists had a very attractive Mothers' Day ad. in the local papers which helped much to increase the business of the Syracuse dealers. The whole movement is spreading rapidly. To be sure it meets with drawbacks now and again, but on the whole it is going forward as rapidly as such an innovation could well be expected to go. Kansas City florists made such an effort for the first time on Mothers' Day, and the results were most satisfactory.

These lines are written for the encouragement of florists who are contemplating some special effort to bring about a large Memorial Day business. The public is ready to buy, and by presenting their wares in the most attractive way and by working together for a common end, there is no reason why the florists shouldn't put more money into their tills this year as a result of the Memorial Day business than ever before in the history of the trade.

We haven't always approved the course of Secretary of Labor Wilson, but he's absolutely right in refusing to modify the immigration laws by interpretation, and saying that changes must be left to Congress. Department-made law is intolerable in a free country.—Brooklyn Eagle.

Respectfully submitted to Mr. Marlatt and other backers of quarantine No. 37.

THE CUSTOM OF GIVING FLOWERS.

"When Jenny Lind was in Vienna, years ago, a lover learned millinery and floristry so that he might sew in her hat daily three red roses as a tribute to her art. He might have sent huge baskets to her over the footlights. But his method was more delicate. And Jenny Lind was pleased. Princess Metternich, too, used to wear flowers in her hat, according to a prominent florist, who trimmed exotic millinery for her daily.

"Muri Silba, the pianist, who sends her flowers to a hospital, declares that Americans are far behind most European countries in the art of presenting flowers to musicians and actresses across the footlights.

"American men orders flowers in large quantities, to be passed over the footlights ostentatiously by indifferent ushers," she says. "In Europe flowers are thrown on the stage, and are immediately acknowledged by the smile of the artist. Or they are presented in some other way which shows personal thought and effort on the part of the giver.

"In France, as in Germany, flowers are given not for their size and conspicuousness, but always with some potent meaning. They are given personally; they are selected with thought. Charlotte Wolder, the singer, expressed a preference for fresh picked violets. An admirer went off to the Riviera and arranged to have fresh picked violets sent to the singer by courier every day. Fiuri was an Italian singer. A lover of hers sent down into Italy so that she might have the small white daisies she was so fond of.

"In Italy they are impulsive flower givers. Here, as in Spain, they were wont to decorate the carriages and horses that draw the artist; to throw flowers on the ground before the horses, or even to unhitch the horses and draw the carriage with ropes of flowers. In Rumania, too, they were exuberant and extravagant in their gifts. They threw flowers from the windows so that they fell upon the head and all around the artist. The gift was impersonal. It was not made with the hope of reward, but as a tribute to the artist.

"In Russia, in the old days of aristocracy, there was something besides mere disinterestedness in the passing of a few posies over the footlights. Flowers, seemingly innocent, were often merely used as a camouflage for more costly gifts. Sometimes a pair of slippers with ruby buckles or a

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PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

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"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue
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New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladoli, Cannas, Tuberoses, Caladiums, Dahlias, Anemones, Madelra Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Gigantum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.

SEEDS AND BULBS Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

pearl neck lace was concealed among the flowers which the singer received in full view of the audience. Russians were very lavish in their gifts of flowers.

"In Russia the industry of flower cultivation was in advance of most other countries. Russia, for example, was the first country to develop the forcing of lilacs in Winter. But candies too were used as a camouflage for less innocent gifts. Candies to ladies were often wrapped in hundred ruble notes.

"There are two countries which have not the custom of giving flowers to artists," added Muri Silba laughingly. "One is Iceland, where they have almost no flowers; the other is Japan. And in Japan the giving of flowers is considered to be too personal to be made personally; flower gifts are made in privacy."—New York Evening Sun.

GENERAL NEWS NOTES.

Samuel Murray, of Kansas City, is sending out cards containing a notice to the effect that his store will not be open Sundays hereafter. He announces that he will make late Saturday deliveries, and expresses his appreciation of the public's consideration and co-operation. The leaven is certainly working throughout the country, and the time is bound to come when the florists store which keeps open on Sunday, except under special circumstances, will be a rarity.

Mr. I. Rosnoski, of Chicago, is representing the American Bulb Co. on an Eastern selling trip.

The T. L. Murphy greenhouses at Celina, Ohio, have been purchased by Roy F. Meissa, of Ada. It is understood that Mr. Meissa intends to extend the business as rapidly as possible.

Penn.
The Florist

"The Telegraph Florist"

Member of Florists' Telegraph Delivery

**124 TREMONT ST.
BOSTON**

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
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150,000 Square Feet of Glass

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WORCESTER, MASS.

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**Providence, Rhode Island
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**Quality and Reliability
WARBURTON**

FALL RIVER, MASS.

Deliveries of Flowers and Plants
in FALL RIVER and contiguous
territory.

The Beacon Florist
7 Beacon Street, BOSTON

Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

Symphony Flower Shop

240 HUNTINGTON AVENUE
Opposite Christian Science Church
BOSTON, MASS.

MAURICE M. SAUNDERS
Manager for Wax Bros. 14 years

Telephones - - Back Bay 8341-58238

Flowers Under Glass

Hydrangeas for Memorial Day like a temperature of from 55 to 60 degrees at night. A little shade will help to hold them back if it is necessary. Remember that Hydrangeas require an abundance of water at the roots at this time. Two or three times a day is not too often for watering to be done. Plenty of ventilation is also necessary. If you happen to have any astilbes, give them about the same care. They are among the very few plants which will tolerate water in the saucers after they have been potted up for sale. Florists should tell their customers about this in order to help them keep the flowers in good condition.

This is a good time to sow fern spores, especially of those varieties used in making up small ferneries. A fine compost of three parts soil, one part of leaf mold and one part peat, with a little sand added, is suitable for these ferns. Give the compost a good watering and then let it remain three or four days before you sow the spores. The latter must be scattered evenly and carefully pressed in. The next step is to cover with glass and keep in a shady, humid house, with a uniform temperature. Keep the plants close to the glass so that they can have plenty of light, but the glass must be shaded to obviate direct sunshine.

This is a good time to repot palms as it encourages these heavy plants to make good growth during the summer. It may not be necessary to use any larger pots, in which case you need only remove some of the old soil from around the roots and substitute a fresh compost, which may well consist of fibrous loam, three parts, well rotted cow manure, one part, and a small amount of bone meal, say what will fill a five-inch pot, added to a barrow load of compost. Watch your glass and replace any whitening where it has been washed off, for it is easy to damage palms by scorching at this season. Plenty of moisture is most requisite, and it will help to give a couple of hoseings overhead on clear days. This will make the plants grow better and help to keep them green.

ALLSTON & BRIGHTON, MASS.

ROGERS FLOWER SHOP Member
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1231 Commonwealth Ave., Allston, Mass.

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531 MT. AUBURN STREET

HAROLD A. RYAN, Inc. Member
F. T. D.

BROCKTON, MASS.

Belmont Flower Shop Member
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A. H. WAGLAND

We Cover

LAWRENCE, METHUEN, ANDOVER,
NORTH ANDOVER, SALEM, N. H.
and Contiguous Territory
Member of F. T. D.

BEVERLY, MASS.

BEVERLY FLOWER SHOP Member
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HALL, The Florist

Telephone 1422

4 Main Street, TAUNTON, MASS.

National Florist for Taunton and Vicinity



GUDE BROS. CO.
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Member Florists Telegraph Delivery

FLOWERS The Best at
The Lowest

The Largest Popular Price House in
Philadelphia

F. M. ROSS

Send orders to

136 So. 52nd Street, Philadelphia.

Other Stores

18 So. 60th St., 212 E. Girard Avenue

PHILADELPHIA

Member Florists' Telegraph Delivery.
Orders from all except members of
the F. T. D. must be accompanied by
remittance.

**JOHN BREITMEYER'S
SONS**

Cor. Broadway and Gratiot Ave.
DETROIT, MICH.

**Artistic Designs - - -
High Grade Cut Blooms**

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.
Members Florists' Telegraph Delivery
Association.

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KANSAS CITY

Transfer Your Orders to

SAMUEL MURRAY

1017 Grand Avenue

Member Florists' Telegraph Delivery

IN THE

National Capitol

At your service to deliver Flowers
or Designs on Order by Tele-
graph or otherwise. Prompt
Reliable Service.

GEORGE H. COOKE

Connecticut Ave. and L St.
WASHINGTON, D. C.

"SAY IT WITH FLOWERS"



Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

DARDS FLOWER SERVICE

has spent GUARANTEED SATISFACTION
for nearly FIFTY YEARS.

Regular European sailings now established.
Let us fill your orders for Steamer Flower
Baskets, Corsages and Artistic Boxes of
Cut Flowers.

DARDS, Inc., Florist,
341 Madison Ave., New York

S. A. ANDERSON

440 Main St., Buffalo, N. Y.

ANDERSON service means fresh, sturdy
Stock and prompt deliveries in BUFFALO,
LOCKPORT, NIAGARA FALLS and
WESTERN NEW YORK.

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OMAHA, NEB.

THE KNOBLE BROTHERS CO.

Flowers and Nursery Products

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We are well equipped to handle
your orders.

1226 W. 16th Street CLEVELAND, O.

THE SMITH & FETTERS CO

735 Euclid Avenue

CLEVELAND, OHIO

Flowers of Every Kind in Season

PHILADELPHIA

ONAS. H. GRAKELOW F. T. D.

Everything in Flowers

Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.

E. P. NEIMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER, COLORADO

Begonias in 4 or 5-inch pots may be
plunged to advantage in mild hotbeds,
but of course there should be five or
six inches of ashes or soil over the
manure. In such a position the be-
gonias are readily hardened off with-
out any check. They should remain
until the middle of June, and thus es-
cape the low temperature which are
common in many parts of the country
late in May or the first week in June.
It is best to give the bedding begonias
that are pot bound a shift, using rich
soil. This will put them into good
condition before planting time. Tuber-
ous rooted begonias which are to be
bedded out should have plenty of room
or they will not thrive.

If you have a number of vinca cut-
tings which have been rooted during
the winter this is a good time to plant
them in the field. They should have
reasonably rich ground and be kept
well cultivated. With this treatment
they will be in good condition when
fall comes to be potted up.

NEW GLADIOLUS.

Ithaca, New York.

May 15, 1920.

Dear Sir:

The following named gladiolus has
been offered for registration by
Vaughan's Seed Store, Chicago, Ill. If
no objection is filed with the commit-
tee before June 1st the registration
becomes complete. The following is
the introducer's description:

"Name: Mrs. H. A. Caesar.

"Description: This seedling gladio-
lus is a cross of America with Sun-
beam. Its habit of growth is more ro-
bust than America, and with same
flowering season. The length of spike
is about the same but it produces
more buds, frequently showing five to
eight open flowers, well placed on the
spike. The color is a beautiful laven-
der, shading to lilac, with a yellow
dash in the lower petals. Admirers
have called it Orchid Beauty. The
spikes are uniformly straight and up-
right, with no crooked stems."

A. C. BEAL,

Chairman, Nomenclature Committee.

CLEVELAND

A. GRAHAM & SON

5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

DAVID CLARKE'S SONS

Deliver orders from any part of the country to

New York City

Write or Telegraph

2139-2141 Broadway, - New York

Telephone 1552-1558 Columbus

KOTTMILLER, Florist

426 Madison Ave. and 49th St., New
York. Also Vanderbilt Hotel

Telephone, Murray Hill 782

Out-of-town Orders Solicited. Location
Central. Personal Attention.

Member F. T. D. Asso.

G. E. M. STUMPP

761 Fifth Ave.

NEW YORK CITY

Member Florists' Telegraph Delivery Asso.

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass.

THE J. M. GASSER COMPANY,

CLEVELAND

Euclid Avenue

The Far-Famed Flowers of

TORONTO

Delivered on mail or telegraph order for
any occasion, in any part of the Dominion.

JOHN H. DUNLOP

6-16 West Adelaide St. - TORONTO, ONT.

When writing to advertisers kindly
mention HORTICULTURE

DOLLAR CARNATIONS.

Max Schling Writes About the Mother's Day Agitation.

Gentlemen:

The article about that one dollar carnation which appeared this week all over the country in the daily papers, and most likely also in Canada, was something which will not do much harm to legitimate florists who have the confidence of their customers but it will do harm in circles which are not flower buyers and where we have to draw our new customers from.

There is no ill wind which does not blow somebody some good and if it did do some damage to put us in one line with profiteers it does some good also by waking us up and showing us how much more we have to work shoulder to shoulder, how much more we have to prepare to let the public know that we are live wires, that we are prepared to do business in a business way, and incidentally this will help the national publicity fund.

Everyone who hesitated so far to support national publicity will now jump in and put in his little mite towards the general fund, but there should be an extra fund to counter-balance such an occurrence. We should have money on hand to meet this underhanded propaganda against us florists.

Florists should not hesitate to send in subscriptions, no matter how small, one or two dollars, or even fifty cents, and while I am talking of fifty cents, how many thousands would we get if each one would only send fifty cents, but I know also that there are many who would send a few dollars, and we for one are willing to open that campaign with one hundred dollars. I hope we will be followed by others, and I propose that such subscriptions should be sent to the different trade papers and each one would very gladly print the names of the subscribers to this special fund, which should be kept on hand and collected after the meeting of the S. A. F., who could decide in what way such fund would be utilized for the good of the trade.

As the only constant advertisers in the New York daily papers on a large scale, we necessarily are in contact with the large dailies. We at once phoned them that there was no florist in New York or elsewhere who sold carnations for one dollar a piece.

The editors promised to investigate this unwelcome publicity and to enlighten the public as to the true facts. We ourselves advertised in New York City as per enclosed reprint, showing a short article and printing underneath, "Fiddlesticks. We give one

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

Per 250 Seeds	Per 250 Seeds
Farquhar's Giant Pink \$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye).... \$1.75
Farquhar's Giant Salmon 2.00	Farquhar's Giant White 2.00
Farquhar's Ruby Queen 1.75	
Farquhar's Giant Red 1.75	

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink ¼ oz., .60	Giant Yellow ¼ oz., .60
Giant White ¼ oz., .60	Giant Scarlet ¼ oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; ¼ oz., \$2.00

LOBELIA. Farquhar's Dark Blue, Dwarf..... ¼ oz., \$0.85; ¼ oz., \$1.50

PETUNIA. Farquhar's Ruffled Giants Mixed..... 1/16 oz., \$4.00

SALVIA SPLENDENS BONFIRE ¼ oz., \$1.00; oz., \$3.75

SALVIA SPLENDENS COMPACTA ¼ oz., \$1.00; oz., \$3.50

SALVIA SPLENDENS ¼ oz., \$0.75; oz., \$2.25

SALVIA ZURICH ¼ oz., \$1.50

VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White, ¼ oz., \$0.35; ¼ oz., \$0.60; oz., \$2.00

VERBENA. Farquhar's Mammoth Hybrids Mixed, ¼ oz., \$0.35; ¼ oz., \$0.60; oz., \$2.00

VINCA. Bright Rose, White with rose eye, Pure White..... ¼ oz., \$0.50; oz., \$1.75

R. & J. FARQUHAR COMPANY

BOSTON, MASS.

STUMPP & WALTER CO.

Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

Bolciano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A CENTURY
Special Price List to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLCIANO & SON
BALTIMORE, MARYLAND

EVERYTHING IN CUTTINGS AND SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

ROMAN J. IRWIN
IMPORTER

43 West 18th Street NEW YORK

free and a dozen of the best for three dollars." The first ad. appearing in the Times, was wonderfully successful. Reprints of this ad. we are sending to 8,000 private families. The ad. will also appear in the New York American, The Evening Sun, The Sun and New York Herald, and others. Adjoining our ad. is a column of free publicity which we secured on account of this unfair propaganda. It would

GARDEN SEED

BEST CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
82 Bay St., NEW YORK and ORANGE CONN.

SEEDS, BULBS, PLANTS

JOSEPH BRECK & SONS, CORP.

47-54 North Market Street
BOSTON, MASS.

W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS

Horticultural Sundries

166 W. 23rd St., NEW YORK

be advisable for all florists who do advertising in their respective cities to follow this same method.

I remember an incident of some years ago when Menelick sent the Crown Prince of Abyssinia to visit Washington. One of his body servants met so many well dressed men with a white carnation in their button-holes that he also in passing a flower shop thought he'd got to wear one.

His coat somehow didn't have any button-hole, but my dear Mr. African was not very much in doubt where to put his carnation. We remembered his split ears where he used to wear bangles while at home and the carnation went in. O my, O my, it was too small, not the split in the ear, but the carnation. The florist had to put four into one to make it fit so that it would not fall out again. The florist asked one dollar, which he willingly paid.

Is that the one dollar carnation which our brother florists in Washington are suffering from? It seems so. The only way to counterbalance such propaganda is to make it ridiculous. We spoke to everyone who is a flower buyer and in almost every instance the answer was, "why such a statement is ridiculous." "We never paid that price at any time of the year, how much less on Mother's Day." The story is for some people who do not know. The only way possible that a carnation could be sold at a dollar would be for two fools to meet each other, one selling the carnation for one dollar, not knowing what he is selling, and the other paying a dollar for the carnation, not knowing what he is buying, and it must be a much greater fool to believe that such is possible, but somehow some people believe anything.

I remember an incident when I told a reporter jokingly something about a cucumber tree and I had the darndest time to have his report cut out because not only he but a few others did believe that there is such a thing as a cucumber tree.

We ought to be thankful for such obstacles. In our efforts to put our business on the same commercial basis as every other high-grade business, to meet such obstacles will strengthen our energy, increase our ambition, and we will get more quickly nearer to the goal and incidentally all this will increase the success of our publicity campaign.

Yours very truly,

MAX SCHLING.

HENRY PENN'S SLIDES.

Henry Penn is sending out the following notice:

"We are loaning, gratis, our collection of Lantern Slides taken from newspaper ads, which are of special interest to florists and give a good general idea of our retail advertising.

"This makes an unusually interesting lecture if the Club will request any of the Advertising Clubs of their respective cities to send a member who will criticize or compliment the copy as it appears. A great deal of

LILY BULBS

FROM STORAGE

**GIGANTEUM, RUBRUM, ALBUM, AURATUM
MELPOMENE, LILY OF THE VALLEY**

Careful storage, prompt express shipment on dates as arranged

**THESE
READY
NOW**

**GLADIOLUS, TUBEROSES,
CANNAS, CALADIUMS**

**WRITE
FOR
PRICES**

VAUGHAN'S SEED STORE

43 Barclay St., NEW YORK CITY 33 W. Randolph St., CHICAGO, ILL.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.
We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6267 5948

WELCH BROS. CO. 262 DEVONSHIRE STREET BOSTON, MASS.

constructive good is usually the outcome.

"The following Clubs have already used them:—

Buffalo Florists Club.

Philadelphia Florists Club

Baltimore Florists Club.

"Better results may be obtained from this slide exhibit by consulting Robert Kift, Sec'y of the Philadelphia, Florists Club, 4044 Haverford Avenue, Philadelphia, Pa., who found them most instructive, and he will be glad to assist any secretary who may want to use them.

"As retail florist advertising is one of the chief topics in clubs nowadays, this makes a timely subject and their use may be had, gratis.

HENRY PENN,
Boston, Massachusetts.

EARLY FLOWERING RHODODENDRONS.

Only three or four of the Rhododendrons which bloom before the first of May can be grown in this climate. The handsomest of these, Rhododendron mucronulatum, which has flowered every spring in the Arnold Arboretum for nearly twenty years, has perhaps not before been as thickly covered with flowers as it has been during the past ten days. A native of northern China and Korea it is a tall deciduous-leaf shrub inclined as it grows old to a straggling habit, with long slender branches and pale rose-colored flowers which open before the leaves appear and have never been injured here by April frosts. This is one of the handsome April flowering shrubs which can be successfully grown in this climate. The flowers are still in good condition on the plants in the large group on

the lower side of Azalea Path. Rhododendron dauricum, which begins to bloom a few days earlier than R. mucronulatum, has been unusually handsome this spring as the flowers which are generally destroyed by frost have not been injured. It is a native of eastern Siberia and Manchuria, with bright rose-colored flowers and dark green leaves which in this climate remain on the branches until mid-winter. There is an evergreen variety (var. sempervirens), which has also flowered well this spring with the species on the upper side of Azalea Path. The flowers of the hybrid between Rhododendron dauricum and the Himalayan R. hirsutum, known in gardens as R. praecox, "Early Gem," are also in good condition this year; usually they are ruined by frost.—*Arnold Arboretum Bulletin.*

The eighty-ninth annual exhibition of The American Institute of the City of New York, will be held November 3rd to 5th 1920 in the Engineering Building Nos. 25 to 33 West 39th street. Chrysanthemums will be the principal exhibits, but the show will include Roses, Carnations, Fruits, Garden Vegetables, etc. For schedule of prizes address Wm. A. Eagleson, Secretary, Board of Managers, 324 West 23rd Street, New York, N. Y.

Yours respectfully,

WM. A. EAGLESON.

The Johnson-Randall Co., of Chicago, having bought the interest of T. L. Noll in the wholesale firm of T. L. Noll & Co., Kansas City, Mo., will now do business as the Kansas City Cut Flower Co. L. R. Bohannon a former Chicago florist, will be the manager.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

I have just received from Miss Marian Roby Case, of Hillcrest Farm at Weston, Mass., an attractively bound report of the work done at the farm last year. For ten summers now Miss Case has been conducting Hillcrest Farm for the benefit of the boys whom she has gathered there, and to the advantage of the community. Miss Case herself is a woman of rare insight into human nature, combined with unusual business ability and a keen sympathy for every form of outdoor work. At Hillcrest Farm she grows a surprisingly large number of flowers and foliage plants, as well as fruits and vegetables. The boys under her care learn by doing, and in addition to the practice work of the farm are given the benefit of many lectures by well known men and women throughout the summer months. The current

report has a summary of last season's lectures written by the boys themselves, and is full of much interesting and valuable information. It would be a fine thing if more people having the means to do so would take up the kind of work which Miss Case is so capably carrying on.

Many people who have met Woon Yun Chun at Hillcrest Farm or at the Arnold Arboretum where he studied with Professor J. G. Jack for several years, will be interested to know that he has now returned to China in order to undertake quite extensive botanical explorations. Mr. Chun received a Sheldon scholarship, which is given each year to enable students to study and travel abroad. He expects to spend much of his time in the provinces of Chekiang, Kiangsi and Fukien,

which are probably the least known of China's domains and from which almost no knowledge of scientific value has yet come. Mr. Chun will devote himself to botanical research and will collect seeds and fruits of beautiful or useful trees, shrubs and flowers for introduction to American gardens. With him are three graduates of American colleges who are taking up other lines of work, including the collection of insects, snakes, lizards and so on. Mr. Chun spent five years at Hillcrest Farm, going there when he was only 19, and for three years he was manager of the boys, proving very efficient in that capacity.

The late season has been a great disappointment to flower and plant lovers. This fact in addition to an abnormally large number of rainy days has interfered with displays of all kinds in the Arnold Arboretum, as well as in other parks and gardens. Many of the trees also suffered from the severe cold, so have not bloomed as freely as usual. This applies even



Magnolia glauca

BOSTON FLORAL SUPPLY & SNYDER CO.

Wholesale Florists

15 Otis—96 Arch St.

BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the east. We manufacture artificial flowers, baskets, wire frame, etc., right in our own factory. We preserve our own cycas leaves. Try us out in one way or another.

FUTTERMAN BROTHERS

After May 1st, we are moving into larger headquarters on the opposite side of the street, 101 WEST 28th STREET.

Consignments solicited

Returns Daily.

Payments Weekly

Telephone Watkins 9761

WILLIAM F. KASTING CO.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

Would like to handle consignments from growers of good Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

55 West 26th Street, New York City

New England Florist Supply Co.

276 Devonshire Street, BOSTON, MASS.

Telephones, Fort Hill 3469 and 3135

Open 6 a. m. to 7 p. m.

PARCEL POST BOXES

GET OUR LIST

Climax Manufacturing Company

Makers Highest Grade

FLORIST BOXES

CASTORLAND

NEW YORK

to several of the cherry trees. The weeping cherry I have seen in some gardens blooming beautifully, but in the Arboretum these trees are not doing as well as usual. This is the form of *Prunus subhirtella*, var. *pendula* which has long been a favorite garden plant in Japan, and was sent many years ago to Europe and then to the United States. As Professor Sargent points out, while this plant is perfectly hardy in Massachusetts, it often grows badly here and dies long before its time because European cherry stocks have been used for multiplying

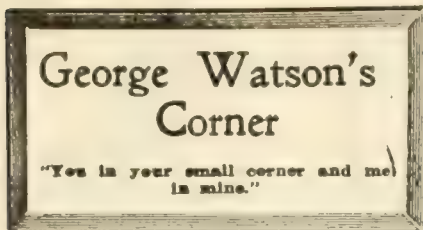
it. The proper stocks for the weeping cherry are the seedling plants of *Prunus subhirtella* var. *ascendens*. Using this stock the results are vastly better.

Corylopsis is an Asiatic genus of the Witch Hazel Family with light yellow flowers in long drooping clusters appearing before the leaves which have a general resemblance to those of the Witch Hazels. Nearly all the species are represented in the collection of the Arnold Arboretum, but only *C. Gotoana*, a native of the elevated regions of central Japan, is worthy of general

cultivation in Eastern Massachusetts, for it is perfectly hardy here even the flower-buds having been uninjured by the exceptionally low temperature of the winter of 1917-1918. This is one of the handsomest of the early spring flowering shrubs which can be grown in this part of the country and one of the important Arnold Arboretum introductions. The largest plant in the collection is on Hickory Path near Centre street and is now covered with flowers. A small plant of another Japanese species, *C. pauciflora*, growing on Hickory Path near C. Gotoana, is also now covered with flowers. This is unusual, for although the plant is hardy the flower-buds are often killed by cold, as are those of another Japanese species, *C. spicata*. The stems and branches of the Chinese species, *C. Veitchiana* and *C. Willmottiae* are uninjured, but the flower-buds are killed. These plants have flowered in the Arnold Arboretum, but two years ago they were killed to the ground and there is little hope that these handsome shrubs will prove useful for New England gardens.

The early promise of the magnolias for a fine blooming season has been fulfilled. In spite of the cold winter even the most delicate seem to have suffered not at all. I can hardly remember when *Soulangeana* and other hybrids have bloomed so well. Apparently *Magnolia glauca*, the Sweet Bay which is an especial favorite in New England, and which grows so readily in certain sections there, will be quite as free with its blooms.

A new edition of the pamphlet called "Hardy Perennials and How to Grow Them," issued by Henry F. Michell, of Philadelphia, has just come to my desk. As supplementing their catalogue, this is a remarkably valuable little book. In it have been selected the perennials which are most desirable for the garden of the amateur, and because the list is not too long each kind can be treated at considerable length. The illustrations are excellent, and it is safe to say that the pamphlet has proved and will continue to prove itself very valuable as a business getter.



JIM CARMODY

Fond of saying witty things
And slick at doing wise ones

if we may parody a little in what we may say of old man Carmody.

When you look over his varied experiences you will admit he was some "all round boy," and a good deal of an Admirable Crichton. He kept us all on the grin for thirty years.

Here is the list:

Wagon maker, Cape Vincent, N. Y.
Driver on Erie Canal, Watertown, N. Y.
Wagon maker, Racine, Wis.
Jewelry manufacturer, Newark, N. J.
Painter, Delton, Wis.
Sawmiller, N. W. Wis.
Sign marker and painter, Baraboo, Wis.
Photo gallery, Lake Geneva.
Lincoln transparencies, Springfield, Ill.
Enlisted 1860, Petersburg Siege, Va.
Paint shop, 1865, Middletown, N. Y.
Butcher, fruiterer and florist,

Evansville, Ind.

Greenhouse builder and flower grower,
Evansville, Ind.

Inventor of new ventilator,

Evansville, Ind.

In the farm life of America since 1877 the Farm Journal has been prophet, priest and king, and a more potent power for good in its chosen field is impossible to imagine. On the surface the publication has always been modest and unassuming, but its Quaker simplicity and sterling worth was, and is, the potent influence which has moulded for good the lives of countless thousands in every state in the Union. Long may it prosper and keep on shedding its benign influence. These lines are penned by one who has read it religiously for thirty-six years, and are inspired in the present instance by the passing away of Wilmer Atkinson, founder of the paper, and its editor for forty years. Mr. Atkinson's ancestors came over in the "Welcome" with William Penn, and the passing of the centuries shows no falling off in the high character and sterling worth of those who today represent the parent stocks. Wilmer Atkinson, during his long and active life of eighty years, was a shining example of their sterling worth, and a worthy bearer of their everlasting banner, which waved, then as now, for a deep

love of truth and unsubduable courage in its defense.

Of the nine English roses of the prize winners of 1919 across the water, pictured at page 112 of the Rose Annual, if we were asked to pick out our favorite variety, judging from the picture alone, the one marked No. 5 would be our choice. The formation of the flower in bud and blossom is ideal. This variety, is one of McGredy's, and has been named Victory. It is described as a very fine dark red H. T. rose of vigorous growth. The blooms are moderately scented and are carried on long stiff stems. The foliage is a pretty olive green, contrasting very harmoniously with the red blossoms. The editor very properly calls attention to the fact that there is an American variety named Victory, registered April 6, 1918, and we think that matter should be straightened out to prevent confusion hereafter. Victory is a good name and we would suggest that it be given to the best one of the two, and rename and re-register the other.

At page 75 of the Rose Annual you will find out what you have to do if you want to order some new roses from Europe. After studying this for a little while you will probably decide that you had better try and get along for the present with what you already have.

There seems to be a wide demand for a color chart to aid in describing new roses and other flowers. In this connection it may be recalled that the same want was emphasized a generation ago and resulted in the publication by the American Florist of a color

chart designed by the well known artist F. Schuyler Matthews. I think this chart can still be obtained from the publishers at a very moderate price and it would perhaps be a good idea for the editor of the Rose Annual to arrange for its reproduction in the 1921 edition.

The enquirer who asks for the name of some insecticide that would put an end to rose enemies with one good dose should write to Charles H. Breck of Boston for his formula. Thirty-five years ago he was making the welkin ring with his discovery and I don't know that it has been improved on even to this day. Mr. Breck has a fine rose garden out Newton way, near Boston, and takes great pleasure in his favorite flower in the intervals of strenuousness from a big seed business in the Hub.

When you want to get some good seed, it may be all right to send to this concern:

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**EXHIBITION OF THE AMERICAN
PEONY SOCIETY.**

At a meeting of the directors of this Society held at Reading, Pa., recently, a prize schedule was adopted for the spring show to be held at Reading. The dates provisionally set are June 10 and 11. The show is to be set up at the Hotel Berkshire, and all those who plan to be there should make their reservations of rooms at the hotel without delay. On the evening of the first day, there will be an informal dinner with the Reading Chamber of Commerce. For the following day an automobile trip is planned, to give the visitors some idea of the beauty spots in that picturesque region.

The Pennsylvania Horticultural Society is also aiding very generously to provide a prize schedule that is much larger than at any previous peony show. It has been especially enlarged so as to appeal to the gardening fraternity in and around Philadelphia—a region famous for its fine estates and gardens.

Entries for the show are to be addressed to Mr. David Rust, secretary of the Pennsylvania Horticultural Society, 606 Finance Building, South Penn Square, Philadelphia; and all exhibitors are particularly urged to get in their entries not later than June 1st. It is impossible to make adequate preparation for vases and table space unless something is known beforehand as to the number of entries in each class.

BISHOP'S HAT

(Epimedium macranthum)

Some flowers have already passed from the floral pageant of the year. The crocusses have held their cups to the bees and dropped them. The winter aconite has gone. But the delicacy of the spring flowers is still with us. Blossoming under a great oak, where maidenhair and dicksonia ferns grow to perfection, is a dainty herb from Japan known as the Bishop's Hat from the square, flat shape of its blossoms.

The blossoms are in loose sprays which branch off from the main stems two inches below where the main stem divides into the three sprays which bear the leaves. They come in buff or soft yellow, mauve and white. The one which has done the best at Hillcrest gives the Bishop a yellow lining to his dark red hat. It is well arranged for his Grace's comfort, as under the square flat hat is a little cap to hold it well in place. It is so pretty a hat that we hope it is in the ritual of the floral world for it to be

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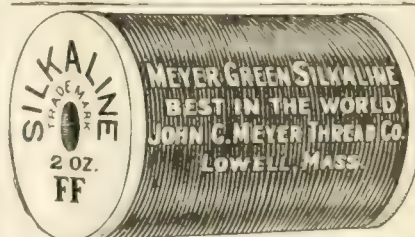
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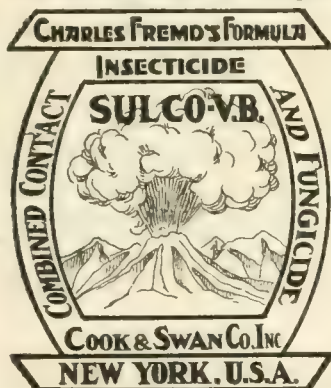
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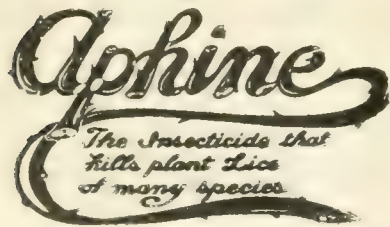
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worn in the ceremonies of their service.

The loose spray of blossoms is six inches long from where it branches from the main stem. The whole plant is more than a foot in height. The single flower about the size of a dime. The pretty red buds are on the spray with the flowers.

The leaves are a soft yellow green, parallel veined and pointed at the open. The main stem divides into three sprays for the leaves. The whole plant has an airy, unusual and very pleasing effect. The old leaves persist on the stems through the winter and have to be gathered with the spring litter from the gardens.

The plant is easily propagated by the division of its root. It should not be confused with the Bishop's Cap, Mitre-wort or Mitella, which more nearly resembles the Tiarella or Foam Flower. His Grace, the Bishop, is well adorned in Puritan New England.

M. R. CASE,

Hillcrest, Weston,

May 11th, 1920.

At the May meeting of the Hartford, Conn., Florists' Club, Max Schling, the well known New York florist, was the principal speaker, his subject being "General Work in a Retail Flower Store and Business Ethics."

The Youngs, of Portland, Ore., are to take over the retail store of Martin & Forbes in June. Mr. Fred Young has recently made a trip to California where he purchased a carload of palms. Palms have been pretty scarce in the Oregon section for some time, but shipments are now being brought in. The Rahn & Herbert Co. are among other florists to have a good supply.

Mr. C. Britt has retired from the Beaver Dam, Wis., Floral Co., and the business will be continued by his former gardener, Mr. Jacob Kolb.

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Vol. XXXI

MAY 29, 1920

No. 22

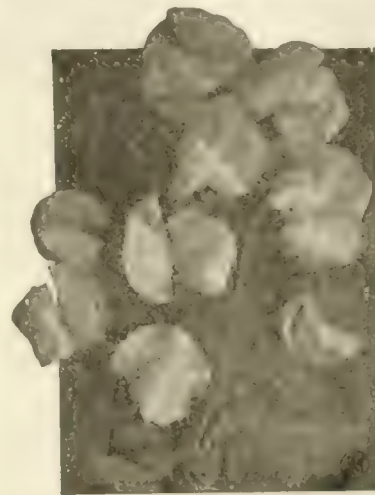
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We take care of quite a number of orders for immediate shipment, in fact our shipments can be affected only by railroad troubles, such as have hampered deliveries for some weeks, but which are gradually disappearing. At one time we had thirty or more signs awaiting the lifting of an embargo, but we believe all are moving to their destinations as fast as their routings become clear. Any florist who wants to do a good turn to himself, and, incidentally, add to publicity for the slogan, should get a billboard sign. In appearance it is handsome, and, unlike most such signs, conveys a message rather than an exploitation. Now is the time to install one, when everybody who can get upon four wheels is enjoying the great outdoors.

The time is also opportune for increased support of our Campaign Fund. With advertising contracts already entered into covering the Summer months, months when florists must continue in business just as at other times, our Committee is busy planning for the months to come after

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September, and without the necessary funds they can accomplish very little. If we are to get in the more prominent magazines next Fall, contracts must be made months ahead, therefore we must depend upon contributions to the Fund which the Committee rightly expects should be coming in now. Why put off longer sending in your subscription, your help just now could not be better timed? We want it, we hope for it.

NEW SUBSCRIPTIONS

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

Knoll Floral Co., Tampa, Fla., add'l	\$5.00
Nordwell Florist, Fort Dodge, Ia., add'l	5.00
Anthony Ruzicka, Madison, N. J., Chemung St. Greenhouses, Waverly, N. Y.	10.00
L. S. Peterman, Florist, Altoona, Pa.	5.00
Skinner Irrigation Co., Troy, O.	20.00
Bertermann Bros. Co., Indianapolis, Ind.	50.00
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Previously reported	\$507.50
Total	\$1,129.50


JOHN YOUNG, Sec.

43 W. 18th St., New York.

GENERAL NEWS NOTES.

The McClements Co., Pittsburgh, Pa., have opened a new store at 535 Wood street. The firm consists of John McClements and Walter Breitenstein, formerly identified with Randolph & McClements, in East Liberty. Aschmann Bros. of Philadelphia, are building a large greenhouse to replace

BOX-BARBERRY



Have you seen a garden bordered with BOX-BARBERRY this spring? Every plant bright and green,—not a dead one. A strong contrast to the northern Buxus bordered garden, now either dead or sadly winter injured, brown and dejected looking.

Mr. Siebrecht, the veteran plantsman, on seeing the garden the other day shown in accompanying illustration, exclaimed with his characteristic enthusiasm, "magnificent, there is a fortune in it for the nurserymen."

We offer you well rooted dormant summer frame cuttings ready to set out direct into the nursery without further expense to you at

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Many of the leading catalogue firms have already contracted with us for their supply for the ensuing season, and others are buying these FRAME GROWN PLANTS for their own planting preparing for the enormous demand which is sure to follow.

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New Haven, Conn.

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BOXWOOD **RHODODENDRONS**

All Shapes Parsons' Hardy American Seedlings

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two smaller buildings which have been demolished.

The Toronto florists will hold their annual picnic, July 14, probably at Toronto Island.

E. W. Breed is laying out and planting a new memorial park at Depot Square, Clinton, Mass. This park has

been planted by the town as a memorial to the soldiers of the world war.

The Oxford Specialty Farms, at Oxford, Pa., are now being conducted by R. M. and R. H. Patterson, who have taken over the business of Mrs. Anna M. Cowan.

HYDRANGEAS

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Strong 2¼ inch plants, \$8 per 100, \$75 per 1000

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BOSTON, MASS.

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THE MARKET.

There seems to be a disposition in Boston to hold back on stock, which accounts for the market being short in supply while in other markets stock is plentiful. Candytuft and snapdragon are especially short, and it is predicted that these items will be in short supply for Memorial Day. As a rule, the markets throughout the country are holding steady.

Roses in Boston range all the way from \$6 to \$15 according to quality and length of stem, which is about the same in other cities. The average for carnations the country over was from 5c to 8c the beginning of the week, with a gradual increase as the week wore on. At this writing it is impossible to tell what the final price will be. There are more white carnations in Boston than other colors and customers are compelled to take white in order to get the other colors. Callas are now selling for 20c when they can be obtained, but there are none in Boston; lilies are also scarce. Sweet peas are fairly plentiful at from 75c to \$1.50 in other markets, but the cold, cloudy weather worked havoc with them in Boston and as a result they are soft and worthless in most cases. The price on marguerites varies greatly. They are plentiful in Buffalo and bring 1 and 2c, but in Boston they are selling at from 3 to 6c. In Pittsburgh they brought 4c readily. Tulips have had the same varied career the past week. Buffalo reports them selling as low as 2c., while in Pittsburgh they sell at 8c. They are short in Boston. Violets are out of the market. Altogether, the indications at this writing are for a plentiful supply of flowers for Memorial Day with moderate prices prevailing the country over.

PATRICK O'MARA DEAD.

Past President of the S. A. F. & O. H. Passes Away at His Home.

Word has just been received of the passing away of Patrick O'Mara, one of the most prominent members of the trade in New York City, and well known throughout the country.

Mr. O'Mara was a past president of the S. A. F., having been elected to that office in 1901. He was also a past president of the New York Florists' Club. For many years he has been prominently connected with the firm of Peter Henderson & Company, and has had a welcome for hundreds of members of the trade outside the city who



The Late Patrick O'Mara

have met him in New York. Mr. O'Mara was very popular for his congenial ways and the sterling qualities which characterized all of his activities in the S. A. F. and the New York Florists' Club. He will be missed by a

wide circle of friends and acquaintances, both within and outside trade circles

A New Crabapple.

Flowering branches of a remarkable new Crabapple have been sent to the Arboretum from a garden in Brookline. It is evidently a hybrid, and there can be little doubt that one of the parents is the curious variety of *Malus pumila* from Turkestan and southwestern Siberia known in gardens as *Malus Niedzwetzkyana*; the other might well be *Malus floribunda*. Of this species it has the slender branchlets and the pubescence on the young leaves which soon become nearly glabrous and green. The bark and wood are tinged with red and thus show the influence of *M. Niedzwetzkyana* as does the red juicy flesh of the fruit which ripens in October and is about an inch in diameter. As a garden plant the value of this new hybrid is in the color of the flowers which is dark rose-red, and much more beautiful than that of the flowers of *Malus atrosanguinea*, which is the common red-flowered Crabapple of gardens. The flowers are fully an inch and a quarter in diameter and are produced in as great profusion as those of *Malus floribunda*. In habit the three plants of this hybrid which are known resemble *M. floribunda* and are as hardy. The handsomest of all the red-flowered Apples which have yet been seen, this hybrid promises to be an important addition to garden plants. Unfortunately nothing is known of its history beyond the fact that the Massachusetts nurseryman who sold them to their present owner bought them as *Malus Niedzwetzkyana* from some one whom he has forgotten.

HORTICULTURE

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No. 22

THE TALK OF THE TRADE

Cold storage lilies bid fair to be good property during the summer and early fall months. There seems to be no great quantity being forced, and with only a normal demand the market should clean up everything that is offered at fair prices. While it is true that nothing but good prices can be looked for if the grower is to get his money back, at the same time we have noticed that at no time after Easter when there is usually a slump in lilies has this crop gone down to anywhere near the point of other years. We think on the whole that even with the high prices of bulbs considered, the grower of lilies has come out whole in almost every case.

Begonia plants of such varieties as Melior, Cincinnati, Lorraine and Peterson are in excellent condition for this time of the year. The Eastern markets are sure to have a heavy quantity of good-sized plants. The stock that will be in large sizes for the holidays is showing up nicely now, and there is no question of there being a normal quantity of good-sized plants, and of course there is plenty of time to work into the small sizes for another six to eight weeks.

Quite a number of begonia growers are working hard now on top cuttings, and from now on it will be a busy time getting all the stock that is possible from tops. These cuttings will make good plants if carried along properly, and for making up particularly they are good value. Of course they do not give the same symmetrical, well-flowered and well-finished plant that a leaf cutting does, but for smaller sizes such as four and five inch, and for mixed hampers and pans, they suit every purpose.

Cineraria stellata seems to be coming more in favor as a commercial plant, and there is no reason why it should not have its place with other pot plants of similar character. Well-grown plants of stellata are very attractive, and there is no doubt that they will find a ready sale.

The main difficulty is that there is a tendency to have them in too large sizes. It would not be advisable to start the seed at this time, as this would mean plants that would be too large to handle well. Seed started in

July should give good results, and a good strain of stellata will prove a pleasing crop in more ways than one.

A crop that should be considered at this time is Hydrangeas, if you want good plants for next season forcing, and I have noticed growers going pretty heavy on stock for growing on in such sizes as 2, 3, 4 and even as high as 5 inch, which should make a good assortment of sizes and good stock for next season.

A most excellent list of varieties is offered, such as Mme. E. Moullere and Avalanche in white, which are always to be considered. Baby Bimbinette is one that has become very popular. It is dwarf in growth, a beautiful, lively, deep pink color, and is an easy one to grow. Lille Mouillere is also one that everyone should handle; it is doubtful if there is any one single variety in French hydrangeas that has more friends.

Souvenir de Mme. E. Chautard is one of the older varieties and still very satisfactory. Trophée is one of the later ones that has found a place for itself. It is strong in growth, blooms very freely, and is the deepest in color, of any of the French that I have seen. It can safely be called

red. Mont Rose is another good pink and it has one feature in particular that makes it valuable; it will stand any amount of abuse, and flowers almost continually.

Besides those mentioned, there are other good varieties which are commonly grown, such as Eclairer, Gen. de Vibraye, Mme. Auguste Nonin, Mme. Maurice Hamar and Mme. Foucard. The latter is also a very deep colored variety and is popular for that reason if for no other.

We read continually in the daily press about the great numbers of immigrants coming into our country, but how long must this continue before the florist is going to feel its effect? It is a safe bet now that the numbers coming in are being absorbed in other lines just as fast as they land, and all florists agree that no sign of a let up in the labor situation has showed up to this time. That is brought particularly to our attention when we see florists advertising and hear them calling and offering for unskilled labor at wages as high as \$5 and \$6 a day, and in some cases even more; and for so-called skilled labor, which simply means in most cases the slightest experience, \$35 per week upwards. As a matter of fact, the unskilled laborer who will help in emptying and filling



Cineraria Stellata

the houses and work of that character can get every bit as much as the man who has worked into the business and can rightly be classed as skilled labor. Of course the job of the man with the pick and shovel is more or less unsteady, but it comes right down to the same case in our business as in other lines and that is, the man with brains and experience is not paid proportionately with the man who has nothing to give except his muscle.

With the question of wages and the coal situation as it is, together with all other proportionate increases and expenses, there is no way for the florist to break even excepting by continued high prices, and even that will not let him break even without the very highest possible production per square foot.

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**Choice Specimen
Plants
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OF ANY DESCRIPTION**

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Pachysandra terminalis

2 year old plants,

\$12.00 per 100, \$100.00 per 1000

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3 year old plants

\$12.00 per 100, \$100.00 per 1000

JAMES WHEELER

NATICK, MASS.

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mention **HORTICULTURE**

A Hybrid Shad Bush.

In 1892 the Arnold Arboretum received from Heinrich Zabel, Superintendent of the Botanic Garden at Zurich, seeds of an Amelanchier which he had obtained from the Simon Louis Nursery near Metz, and called Amelanchier canadensis grandiflora. He considered, perhaps correctly, that his plant was a hybrid between A. canadensis and A. laevis. The leaves are certainly intermediate between those of these species; the flowers, however, are only just now open, nearly three weeks later than those of A. canadensis and ten days after the petals of A. laevis have fallen. The flowers, too, of this plant are larger than those of either of its supposed parents, and larger and more beautiful than those of any Amelanchier which has ever grown in the Arboretum. The Arboretum plants are large shrubs rather than trees, but they look as if they would have formed a single trunk if they had been pruned. Whatever may have been the origin of this plant, or whatever habit it may assume, it is, when in flower, the most beautiful of all the Amelanchiers, and this week one of the conspicuous plants in the Arboretum. Several other handsome and interesting Amelanchiers are also in bloom in the collection on the left-hand side of the Meadow Road. Among them is the species of China and Japan, A. asiatica, and A. vulgaris of Europe, the only Amelanchiers which grow naturally outside of North America. The curious northern A. Bartramiana with small flowers in one or few-flowered clusters, and four or five other species from the northeastern part of the country, are still in flower or are beginning to shed their petals. The Amelanchier collection, however, is by no means complete for several of the western species have not yet proved amenable to cultivation in the east.

BIG ROSE SHOW PLANNED.

To Be Held in Boston Next Spring—
\$6,000 Worth of Prizes.

The Trustees of the Massachusetts Horticultural Society have voted to hold a spring exhibition in Horticultural Hall, Boston, April 5 to 9, 1921, with an appropriation of \$6,000 for prizes. Roses will be the special feature of this exhibition and a first prize of \$1,000 is offered for a rose garden. Other exhibits of spring-flowering plants will be included in the schedule which will be issued shortly.

Worth While Primulas

Malacoides Rohrerii. The best strain of Malacoides on the market. Years of patience have developed it to perfection. The beautiful shades of Rose Pink, Light Lavender and Snow White make it one of the most desirable and profitable plants to grow, not only as single plants, but for combination work it cannot be excelled. 100 1000
Pink and Lavender Mixed, 2 1/2 in. \$7.00 \$60.00
Pure White, 2 1/2 in. 7.00 60.00

Malacoides Townsendii, 2 1/2 in. 8.00 70.00

Obconica, Rosea, Gigantea, Grandiflora, Apple Blossom and Kermesina, 2 in. 7.00 60.00
2 1/2 in. 8.00 70.00

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200,000 Fall Transplanted Pansies in Bud and Bloom

Superb strain, \$2.25 per 100, \$20.00 per 1,000. A few thousand extra large at \$3.00 per 100, \$25.00 per 1,000.

A trial order will convince you these are the best you ever had. You need them for your particular trade.

Geraniums, Nutt, Buchner, Poltevine and Ricard, out of 4 inch pots, \$15.00 per 100.

Forget-me-nots, \$5.00 per 100.
Cash, Please

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CINERARIA

	1/2 Tr.	Tr.	Pkt.	Pkt.
Grandiflora Prize, Dwarf.....		\$0.60	\$1.00	
Grandiflora Med. Tall.....		.60	1.00	

DAISY, DOUBLE ENGLISH

	Tr.	Pkt.	Oz.
Monstrosa Pink, 1/4 oz.....	\$2.00	\$0.50
Monstrosa White, 1/4 oz.....	2.00	.50
Monstrosa Mixed, 1/4 oz.....	1.75	.50
Longfellow Pink.....		.40	\$2.00
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MYOSOTIS

Alpestris Victoria.....	.25	1.25
Eliza Fanrobert.....	.25	1.25

PANSY SEED

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt. 30c; 50c per tr. pkt.; 1/4 oz., \$1.25; \$7.00 per oz.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; \$2.50 per oz.

Giant Sorts in Separate Colors

PRIMULA CHINENSIS

Alba Magnifica.....	\$0.60	\$1.00
Chiswick Red.....	.60	1.00
Duchess.....	.60	1.00
Holbrook Blue.....	.60	1.00
Kermesina Splendens.....	.60	1.00
Rosy Morn.....	.60	1.00
Prize Mixture.....	.60	1.00

PRIMULA OBCONICA GIGANTEA

Lilacina. Like.....	\$0.50
Kermesina. Crimson.....	.50
Rosea. Pink.....	.50
Alba. White.....	.50
Hybrida Mixed.....	.50

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Rose lovers these days will be interested in the following extract:

"The rose the Queen of Flowers, while we can grow and bloom it in perfection, yet so far we have not been able to compete with Europe in the raising of new varieties. The possibilities here are very great. We are expecting great things from some of the more favored states of the South where the seedling plants can be treated to an all the year round outdoor treatment and also from Queen Rose's Paradise, California, where some systematic operations are now in progress with the object in view of improving the rose for American horticulture."

That was said to the flower men of Boston over a quarter of a century ago—to be exact, on January 8, 1894—by the late Edwin Lonsdale of Philadelphia and in the light of the present day we will all agree that he was a true prophet. Indiana has given us Columbia and Premier and other good things, Maryland has done well, and as for California who among us but enthuses over the glorious Los Angeles, to mention but one of many. If our well-beloved brother Ed. were alive to-day, wouldn't he wave his hat over it. But we must not forget that Massachusetts has also done well with such fine varieties as Russell and Hadley and others. So it would seem that there are possibilities in other localities, besides the South and California. So let all take heart and keep on with the good work.

Robert Buist, an old time Philadelphia florist, who among other notable things introduced to the world the Poinsettia, if he came back would hardly realize how the world has changed, since he ran his nursery in what was open country 50 years ago. But his name still lives, as the live and hustling seed store at Front and Market street testifies—with its six deep at the counter these spring days—and the boys playing ball in the Buist Athletic Field on the old Buist homestead at 68th and Buist avenue.

Rosa Hugonis bloomed last year in the S. S. Pennock rose garden at Lansdowne, Pa., May 11. This year it

will bloom from present appearance on the 20th, which puts the season in this neighborhood about eight to ten days late. Other things are in about the same proportion and the Hugonis is only a concrete example of the general situation.

THE JUNE PEONY SHOW.

Plans Are Being Perfected for the Exhibit at Reading, Pa.

With regard to the coming Peony Show to be held at the Berkshire Hotel, Reading, Pa., on June 10-11, the following information from Mr. B. H. Farr will be of interest to intending exhibitors and to visitors generally:

"As hotels are and will continue to be very much crowded, it is of vital importance that visitors who contemplate staying over night should make reservations at the Berkshire Hotel in advance. I have already received some notices of reservations to be made, and shall be very glad to attend to this personally for anyone who wishes, or they can address directly Mr. Peter Kline, proprietor of the Berkshire Hotel. The rates for rooms are from \$2.50 up.

"In the second place, flowers for exhibition from a distance can be sent in my care, addressed B. H. Farr, American Peony Society, Berkshire Hotel, Reading, Pa. Exhibitors whose blooms open in advance of the date of the show, can send them here five to ten days before the show, and we will place them in cold storage, which can be done at the nominal charge of 25 cents a package of any size or length of time. That is the way I have had to handle most of the flowers I have sent to previous exhibitions. Our storage plant here is dry storage and an exceptionally good one, and flowers will keep in perfect condition for some time.

"It is very necessary that intending exhibitors should notify us in advance of the classes in which they expect to enter. Such notice may be sent to me or, to save time, directly to Mr. David Rust, Secretary of the Pennsylvania Horticultural Society, Finance Building, Philadelphia, Pa."

AMERICAN ROSE SOCIETY

The rose garden days planned this year by the American Rose Society promise to bring rosarians of the different sections of the United States together for "feasts of beauty." The Washington, D. C. Rose Test Garden Day will be the first of the season. On Wednesday, June 2nd, the Society will hold an all day session in Wash-

ington, visiting the rose test garden. Mrs. Bell's garden at Twin Oaks, the site of a National Rose Show Garden on the banks of the Potomac will be dedicated in the afternoon. The business session of the Society will follow a luncheon, probably at the Ebbit House about 1.30 P. M. It is hoped that there may be a large attendance of members at this meeting. The Executive Committee will hold a business session at the Ebbit House on the evening of June 1st at 7.30 P. M.

Other Rose Garden Days are scheduled as follows: Elizabeth Park, Hartford, Connecticut, June 24th; Cornell University, Ithaca, New York, June 24th; Portland, Oregon, June 25th; Minneapolis, Minnesota, July 3rd. The local committees of the rose test gardens are arranging the programs for each of these days, and the members of the American Rose Society in the vicinity of each should attend.

A committee which promises to be of much service to the members of the Society has recently been appointed by President Pyle. This is a committee of consulting and advising rosarians, and is composed of the following: Dr. W. Van Fleet, Washington, D. C.; Robert Pyle, West Grove, Pa.; A. N. Greeley, Williamsport, Pa.; John Dunbar, Rochester, N. Y.; W. C. Egan, Highland Park, Ill.; Theodore Wirth, Minneapolis, Minn.; S. S. Pennock, Philadelphia, Pa.; J. Horace McFarland, Harrisburg, Pa.; Professor E. A. White, Ithaca, N. Y.; Jesse A. Curry, Portland, Ore.; Geo. H. Peterson, Fairlawn, N. J.; Fred M. Howard, Los Angeles, Cal.; John Cook, Baltimore, Md.; Alexander Cumming, Cromwell, Conn.

Diseases: Dr. L. M. Massey, Ithaca, N. Y. Insects, C. R. Crosby, Ithaca, N. Y.; Mr. C. A. Weigel, Washington, D. C.; Professor G. J. Sanders, Harrisburg, Pa.

These rosarians have agreed as a service of rose love to reply to courteous inquiries when such inquiries are accompanied by a self-addressed and stamped return envelope, and when the inquirer definitely states that he or she is a paidup member of the American Rose Society.

E. A. WHITE, Secy.

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3,000 EARLY FROST
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W. D. HOWARD

MILFORD, MASS.

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Entered as second-class matter December 2, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

While the late spring has retarded planting operations and has been a serious drawback to the making of gardens, it has held compensations for the plantmen by making it possible for them to ship much later than usual. And they have welcomed this relief, because it has made it easier for them to overcome the handicap of shipping conditions, which are the worst ever known in the history of the trade. And not only the nurserymen, but florists, seedsmen and dealers in supplies, have been affected the same way. There has been almost a famine in wheelbarrows, for example, and other tools have been hard to get.

In Massachusetts, the State Department of Agriculture has for several weeks had men at work tracing cars laden with fertilizer in the endeavor to hurry them along so that suspended operations on the farms might be resumed. One of the leading dealers in seeds in New York City stated that traffic conditions were worse than they had been within the past ten years. New York firms have been compelled to ship by express even in carload lots. Seeds that, under ordinary circumstances, would have been shipped by rail have in many cases been distributed from Boston by truck. The freight tie-up has already caused a considerable diminution of planted areas in New England. If not speedily relieved it will cause very much greater lessening of prospective crops. It goes to emphasize the fact that the trouble on the railways is everybody's business.

It had been hoped and expected that after the wartime period had passed the difficulty of securing labor and fuel for maintaining private greenhouses would be over. As a matter of fact, many estate owners started in to reconstruct and improve their places, and planned much new work. Indeed, considerable new work is now under way, and a number of important greenhouse projects are being carried out. Nevertheless, the labor problem and the fuel question, like Banquo's ghost, will not down. This condition is indicated by a recent report from Lenox, Mass.,

where many of the finest estates in the country are located, including the great country home of the late Andrew Carnegie. The members of the Lenox Horticultural Society are undecided even as to the holding of exhibits, although their shows have been important horticultural features for years. It is found very difficult, however, to get qualified greenhouse men or for that matter gardeners and even day laborers.

The question of wages is not the only obstacle, either, in Lenox as elsewhere. The lure of the city is strong upon members of the craft, and many of them seem loath to take places on country estates. Yet the wage question is one which must be adjusted finally, for in some cases men working by the day or week are demanding higher pay than is received by the foremen or superintendent, who has given years to the study of his profession.

The fuel situation complicates matters badly. This applies to private estates as well as to commercial greenhouse men. Owners feel hesitancy about keeping up their establishments when there is danger that the coal supply will fail. As it is, very few of the larger estates are keeping their greenhouses up to standard. For years Mr. and Mrs. W. E. S. Griswold has maintained one of the most productive greenhouses in Lenox and one that has won many prizes by its products at Lenox, Boston and New York shows. Now the greenhouses on the Griswold estate have been practically closed. It is obvious that horticultural conditions in America are not likely to become normal for a long time, and meanwhile there is great danger that the garden profession will suffer badly by the breaking up of its rank and file.

Just because little has been heard of late about Quarantine 37 is no indication that that oppressive measure has been overlooked or that gardeners in general and the trade in particular have become reconciled to its harsh provisions. On the morning of June 15, an important conference is to be held in the Museum of Natural History, New York City, to consider the quarantine from a new angle. The conference has been called by the Massachusetts Horticultural Society, Wm. C. Endicott, president, the Horticultural Society of New York, T. A. Havemeyer and the Pennsylvania Horticultural Society, James Boyd, president.

The call which has been sent out urges the attendance of everyone interested in the improvement of horticultural conditions in this country. It has been said that many hundreds of the leading amateurs and semi-professionals in the garden craft will be present. Not only will garden clubs and horticultural societies from various parts of the country be on hand, but many other prominent gardeners will be present as interested individuals. The trade will also have representatives of various societies, including the S. A. F., and are sending delegates.

The meeting is to be in the nature of a formal protest against the uncalled for severity of the embargo, and it is expected that all phases of the subject will be taken up in detail. Of course, nobody can tell what the result will be. The Horticultural Board at Washington seems adamant. Yet with every chance of a political overturn within the next few months, it is probable that the influence of this meeting will be far reaching and in the end effectual. Members of Congress are beginning to realize that something is wrong in the methods of the Horticultural Board, and they should be given no peace until some means of rectifying these wrong methods is evolved. Such meetings as the one planned for New York will do much towards awakening popular opinion and focusing the attention of law makers on the issue.

Cornus Mas.

The Cornelian Cherry of old-fashioned gardens opened its first flowers on April 18th this year, and the leafless branches are still covered with its compact, may flowered clusters of small bright yellow flowers which are unusually abundant this spring. This Cornel is a native of eastern Europe and western Asia, and for three centuries at least has been a favorite garden plant in western Europe. It is a large and shapely shrub and with a little care can be made to grow with a single stem in the form of a small tree. It is handsome from early spring until late in the autumn, for the leaves are large dark green and lustrous, but fall without having changed their color, and the short oblong, scarlet, lustrous or rarely yellow fruit which hangs on stout stems is cherry-like in appearance and ornamental. The fact that the flowers are never injured by April frosts greatly adds to the value of this plant for the spring decoration of parks and gardens in the Northern states.

Malus Theifera.

Malus theifera, one of Wilson's discoveries in western China, with its long spreading and irregularly ascending branches has such an unusual and picturesque habit for a Crabapple that it is easy to recognize at any season of the year. When covered with its innumerable clusters of rose-red buds and pale rose-colored or nearly white flowers it is one of the handsomest of the Asiatic Crabapples. Judging by the behavior of several plants in the Arboretum, they flower only on alternate years. Last spring the largest specimen in the Peters' Hill group was covered with flowers; this year it has not produced a single flower-bud. The plant on the southern slope of Bussey Hill and a younger one in the group on the left hand side of the Forest Hills Road are now covered with flowers and are objects of interest and beauty.

CYCLAMENS UNDISTURBED FOR YEARS.

Says a writer in one of the English magazines: The war was the cause of gardeners not carrying out many of their usual practices, adopting fresh methods, and making new discoveries. One such discovery in my case was how remarkably well *Cyclamen* plants will do without the annual shaking out and repotting. Top-dressing also was not done, and the only help given was a few waterings of weak manure-water. I am growing the same plants on again this year untouched, but can discern a lessening in quality and

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flowering. Where help is at any time none too plentiful a discovery like the above is a boon, and most satisfactory results can be expected should the plants be left but two or three years without repotting. The plants referred to were allowed to come along quite naturally, being kept in a cold frame until the beginning of December each year, then stood on a shelf in a slightly-heated plant-house.

Christian Hansen, of C. Hansen & Sons, the noted seed growers of Copenhagen, Denmark, spent the week end of May 20th with Howard M. Earl at Pine Tree Farm, Doylestown, Pa. Mr. Hansen has been making a tour of the United States for the past four months, and is returning to Europe on the S S Stockholm sailing from New York June 5th.

NEW BOOKS.

"Stories of Luther Burbank and His Plant School." Charles Scribner & Sons, New York City. Price 80 cents.

This book presents a new way of featuring Luther Burbank and his work. It deals with many of Mr. Burbank's creations and in such a simple way that children of tender years can understand it. Truth to tell, though, the most entertaining chapter in the book is one that deals not with flowers but with Mr. Burbank's little Japanese dog, Jumbo. There are many good illustrations, and no doubt the book will help to interest children in horticultural matters. One is led to wonder, though, why it is that so few of the flowers and fruits described are ever seen, at least in the eastern states. Perhaps it is because most of them are too tender for cultivation here.

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**Flowers Under
Glass**

This is a good time to pot up new growths of Lycaste, now that the flowering season is over and new growth starting. However, it is only once in two or three years that these orchids need repotting. The plants grow well in equal parts of fern fibre and fibrous loam, and they should have plenty of water, not being allowed to become too dry even during the resting season. There should be no lack of drainage, and pots or pans half filled with clean broken crocks are often recommended for them. During the summer keep them in a cool north house. Probably the old Lycaste skinneri is the best bloomer of all, but L. Cruenta and Harrisoniae are good.

The single stemmed chrysanthemum can be potted up to advantage up to the first week in June. It is especially desirable to do the work now if plants are to be grown for six-inch pots. The cuttings must never be allowed to show signs of wilting, either from lack of moisture or lack of proper shade. Sometimes cutting bench fungus causes considerable trouble so that it is wise to change the sand of these cuttings. When rooted give them 2½-inch pots, shifting to 4-inch and then to 6-inch pots. The plants should not be allowed to become pot bound at any time until the last shift has been made. In their final pots the plants should have a rich compost with one-third well rotted cow manure and a good sprinkling of bone dust. Syringe the plants several times a day, and likewise water them at the roots daily. A bench with side ventilation is a good place for young plants during the summer.

If you are growing Nerines and find the foliage has a yellow tint you should lay the pots on their sides on an elevated piece of ground where they will not get much water, for this changing color indicates that they are completing their growth. They may be allowed to rest until the middle of September, when they should be

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moved into a frame or cool green-
house. After final growth has been
made give them an abundance of water,
with overhead syringing, and when
the flower scapes make their appear-
ance, remove an inch of the surface
from the pots and give a good top
dressing of rich compost. A weekly
application of liquid manure will also
be beneficial. You cannot expect to
grow good Nerines unless you keep
the foliage free from insects by con-
stant syringing. A greenhouse with a
night temperature of from 55 to 60
suits the plants well.

This is a good time to increase Fic-
us plants by mossing. The operation
is simple enough and can be done rap-
idly after a little experience. Choose
six or eight inches of leafy tops and
cut them half way through. Then
split the stems possibly half an inch
and in an upward direction. A match
or toothpick may then be inserted to
keep the wound open. Then bind
enough sphagnum moss around the
cut so as to form a ball two or three
inches in diameter. Keep the moss
moist at all times, but have the plants
themselves rather on the dry side.
In six or eight weeks roots will have
filled the moss balls, and the upper
part of the plants may be cut off and
potted up. Keep them in a moist
house, but one where there is abund-
ant moisture in the atmosphere. This
is a good way to make use of all the
lanky and unsalable plants.

If you are growing *Dracaena indi-*
visa, remember that the stock needs
a fairly close and warm house. Do
not let the temperature go below 60
at night, but in June you can plant
outside all plants which are over a
year old. They will make good growth
in the open air, and by September
can be potted up for next spring's
sales. Plants started from seed the
first year should be ready now in 3-
inch pots. Grow them in a compost
of three parts loam and one part well
decayed cow manure, with a sprink-
ling of sharp sand. These plants
should be kept inside during the sum-
mer, and given a good syringing every
morning.

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Many amateurs desire the largest and finest quality Dahlia blossoms obtainable, so the following may prove of value to both amateurs and professionals.

To obtain the largest and most perfect flowers, only the best and largest buds should be allowed to mature; the others should be removed, enabling the full strength to develop the most promising buds into exhibition blooms.

Some varieties of Dahlias require thinning and disbudding, to produce the best flowers. Varieties having an excessive amount of foliage and small growth should have a considerable part of their branches removed, while those having more buds than can be properly developed or matured should be disbudded. The operation in no way endangers the plants and anyone can do it. Thin and disbud if necessary, moderately or severely as conditions seem to require.

Taking a budded stalk or branch, you will find the large or first bud on the stalk, and also, that at each leaf all the way down the stalk new shoots or bud stalks form; these in turn produce buds and flowering stalks, which over-top the first bud. The first bud on every stalk is always the largest and produces the largest and best flowers, ordinarily. Before the first flower is in full blossom, the first two side shoots have formed buds and burst into flowers. These in turn become passe to be replaced by flowering stalks from the set next below, or the second pair of side shoots.

On most varieties the first flower has a short stem, we disbud to lengthen the stem and to secure larger flowers. The proper way to disbud; when the first bud is small, the first pair of side shots should be removed with a sharp knife. This forces all the plant life that ordinarily would have developed the first two side shoots, into the first bud, making the first flower much larger and giving it a better stem. Removing the first set of buds forces ahead the second set and they in turn burst into flower. As you cut and remove the flowers, your plants send forth new flowering stalks from the bottom of the plant; the more you cut the more flowers will grow.

J. K. ALEXANDER.

NASSAU COUNTY HORTICULTURAL SOCIETY.

Glen Cove, N. Y.

The regular monthly meeting of the Nassau County Horticultural Society was held in Pembroke Hall, Glen Cove on Wednesday, May 12th. Presi-

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Farquhar's Ruby Queen	1.75		
Farquhar's Giant Red	1.75		

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Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

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1/16 oz., \$1.25; 1/4 oz., \$2.00

LOBELIA. Farquhar's Dark Blue, Dwarf.....

1/4 oz., \$0.85; 1/2 oz., \$1.50

PETUNIA. Farquhar's Ruffled Giants Mixed.....

1/16 oz., \$4.00

SALVIA SPLENDENS BONFIRE

1/4 oz., \$1.00; oz., \$3.75

SALVIA SPLENDENS COMPACTA

1/4 oz., \$1.00; oz., \$3.50

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1/4 oz., \$0.35; 1/2 oz., \$0.60; oz., \$2.00

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dent Twigg occupied the chair and Messrs. Dungee, Donovan, Lutton, Turkington, and Van Ginover were elected to active membership and two petitions for active membership were received.

The judges for the monthly exhibits were Jesse Frampton, Thomas Scott and Charles Parr, their awards were as follows: 12 Pink Darwin Tulips, 1st Wm. Churchill. 12 Mauve Dar-

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win Tulips, 1st Ed. Harris. 12 mixed Darwin Tulips, 1st Ed. Harris. Cultural Certificate was awarded to Jos. Winsock for a fine plant of Calceolaria. The Tulip Show will be held in Pembroke Hall on Wed. May 26th at 7 P. M.

It was decided to hold the rose show about June the 15th but owing to the late season no definite date was decided on. An interesting feature

of the meeting was an open discussion on the damage done to trees and shrubs last winter. Mr. Reed of New York gave us a short talk. Exhibits for June 9th meeting will be 12 mixed H. T. Roses 3 Head of Lettuce, 12 mushrooms.

Mr. Popp, special for assistant gardeners, best decorated basket of flowers.

ARTHUR COOK, Cor. Secy.

ISLIP GARDEN CLUB.

Islip, Long Island, N. Y.

The regular monthly meeting of this society was held in Town Hall on Friday evening, May 7th, about thirty members being present with President Robert Lickman in the chair. The exhibition committee presented a schedule for the fourth annual show to be held in September. The secretary also announced that three cups had been promised the committee for competition at this exhibition.

Prizes for the evening's exhibit were awarded as follows: Asparagus 1st Frank Tuma, 2nd John Machacek. Rhubarb 1st John Machacek, 2nd D. H. Overton. Lettuce 1st John Machacek, 2nd Robert Lickman. Narcissus 1st John Kroupa 2nd Joseph Lee. Tulips 1st Robert Lickman. The judges also awarded to Joseph Wood a cultural certificate for a vase of well grown Halley Gladiolus, and award of merit for a new seedling antirrhinum this was well grown and a credit to the raiser. The judges for the evening were Henry Groom, Karl S. Landolt and Henry Rawlinson.

R. H. L.

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COMING EVENTS.

Philadelphia, Pa.—The American Iris Society at the Wanamaker store, June 1 and 2. For premium list write Iris Show Committee, care Penn. Hort. Soc., 606 Finance bldg., Philadelphia.

Washington, D. C.—American Rose Society, annual pilgrimage, June 2. Sec'y, E. A. White, Ithaca, N. Y.

Boston.—Rhododendron, Azalea and Iris Exhibition, Horticultural Hall, June 5 and 6.

Reading, Pa.—Seventeenth Annual Exhibition, American Peony Society, at Berkshire Hotel, June 10 and 11, 1920 (approximately). Secretary, A. P. Saunders, Clinton, N. Y.

New York.—Conference of Garden Club and other delegates to discuss Qu. 37, to be held June 15, at the Museum of Natural History, 77th st. and Central Park West, at 10 a.m. All interested welcome.

Chicago.—American Ass'n of Nurserymen, annual convention, June 23, 24, 25. Sec'y, John Watson, Princeton, N. J.

Hartford, Conn.—American Rose Society, annual pilgrimage, June 24. Sec'y, E. A. White, Ithaca, N. Y.

Portland, Ore.—American Rose Society, annual pilgrimage, June 25. Sec'y, E. A. White, Ithaca, N. Y.

Boston.—American Sweet Pea Society, annual exhibition, July 10 and 11. Sec'y, Wm. Gray, Bellevue ave., Newport, R. I.

Cleveland.—S. A. F. and O. H. annual convention, Aug. 17, 18, 19. Sec'y, Jern Young, 43 W. 18th st., N. Y.

New York.—American Dahlia Society, annual exhibition, Pennsylvania Hotel, Sept. 27, 28, 29. Sec'y, E. C. Vick, 205 Ellwood ave., Newark, N. J.

Indianapolis.—Florists' Telegraph Delivery, annual convention, October (second week), Sec'y, Albert Poche-lon, 153 Bates st., Detroit, Mich.

New York.—Chrysanthemum Society of America, annual exhibition, American Institute, Nov. 3, 4, 5. Sec'y, Wm. A. Eagleson, 324 W. 23rd st., N. Y.

THE WESTCHESTER AND FAIRFIELD HORTICULTURAL SOCIETY.

Greenwich, Conn.

The regular monthly meeting of this society was held in Greenwich, Conn., Friday evening, May 14. There was a good attendance with Pres. John Andrews in the chair. Two honorary members were elected and three proposals for membership received. Various subjects were discussed, but the principal speaker of the evening was M. C. Ebel, secretary of the National Association of Gardeners. For two hours he kept the members' attention, describing the working of the Association Service bureau and giving hints about the betterment of the gardener's position. Mr. Ebel is doing Herculean work for the gardening profession. It would be a good idea for the gardeners to get up some kind of a testimonial to show our appreciation. There was a fine display of plants, flowers and vegetables.

JACK CONWAY, Cor. Sec.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

Without doubt *Azalea Vaseyi* is one of the loveliest shrubs for spring blooming. It has become well established in the Arnold Arboretum, and has been blooming very freely this season in the parkway between Boston and Jamaica Plain. As seen through the other shrubbery on the banks of streams it presents a strikingly beautiful picture, the soft pink flowers being matched in color by few other blooms. It is a native species that might well become much better known, and it lends itself splendidly to cultivation, becoming more spread-

ing in character than when growing wild in its original Carolina mountains. At the same time it retains its slender, graceful habit of growth, and its spring beauty is rivaled by its fall display when the leaves turn a deep, dark crimson.

This *Azalea* was discovered in 1878, and was introduced, I understand, by Harlan P. Kelsey, of Salem, who owns the Highland Nurseries, of North Carolina. Mr. Kelsey has done garden lovers a service by getting these plants into cultivation, and of course, other nurserymen have taken them up

I find, for example, that *Azalea Vaseyi* is featured in a special and very showy catalogue issued by Hicks, of Long Island, under the title of "Feast of Flowers." A full page cut in color gives a good idea of the plant's value.

The people of Missouri and adjoining states are very fortunate in having the Missouri Botanical Gardens, at St. Louis, to help them with their horticultural problems. It is a magnificent institution, splendidly conducted, and of constant service to all garden makers, professional and amateur. It is constantly disseminating information of value to greenhouse men, including the growers of orchids and other tender plants, and yet does not neglect the man with the small home garden. Its bulletins are mines of helpful sug-



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gestions, and often illustrated by photographs seldom seen elsewhere. I am led to write these words, because I have before me a copy of the bulletin for April which contains a long list of native plants suitable for the gardens of Missouri and nearby states. The particular list featured in this issue deals with plants which will grow in the water, in marshy places, or wet soil. The list is a long one and includes both trees, shrubs and perennials. This information should be very helpful to landscape architects and gardeners. In the same issue is a list

of woody vines and climbers suitable for covering unsightly objects and for adding graceful touches to natural plantations. Many other lists of plants for various situations have been published in other numbers, so that the file of the Missouri Botanical Garden Bulletins is little less than an exhaustive encyclopaedia.

If the city of Minneapolis did not have one of the finest public park systems in the country it would hardly be in a position to issue a report such as that which has just come to my desk.

It is a splendidly illustrated, handsomely bound volume, issued by the Board of Park Commissioners, and covering the activities of 1919. Of course, the city is specially fortunate in having a man like Theodore Wirth for its park superintendent, for Mr. Wirth stands among the ablest men of the country in his profession. It is due largely to him that the Minneapolis park system has become famous from one end of the country to the other, and is commented upon with enthusiastic commendation by every visitor to the city. Anybody who is interested at all in park work should have a copy of this report.

Let us all hope that the gardens of Greater Boston will be on their best behavior the latter part of June when the Garden Club of America meets at Manchester, Mass., for on that occasion scores of women who are familiar with the best gardens of the country will be eager to see what this section has to offer. I understand that the club is planning a visit to the Arnold Arboretum, Thursday, July 1. I suspect that as a matter of fact the Arboretum is one of the attractions which drew the members to Boston this year. It is rather unfortunate that they did not have their convention a month earlier, so that they might have seen the lilacs at their best, but as it is there will be much of beauty in the Arboretum to charm and delight the visitors.

Tomorrow, May 30, will be observed as Lilac Sunday at the Arnold Arboretum, which will mean the gathering there of thousands of people provided the weather is favorable.

The cold wet spring delayed the opening of the flowers but the early days of June will see the general Lilac collection at its best. The large part of the Arboretum collection consists of seedling varieties of the plant which has been a favorite in gardens for centuries, and to most persons the only Lilac—the *Syringa vulgaris* of botanists. It is now known that this shrub came originally from the mountains of Bulgaria and that it reached western Europe by the way of Constantinople in

1597. The date of its introduction into the United States is not known, but it was a common garden plant here before the end of the eighteenth century and may have been here much earlier. There are specimens in the collection raised a few years ago from seeds of the wild Bulgarian plants. These are interesting because it is possible by comparing them with modern Lilacs to see the changes three centuries of selection and cultivation have made in these plants.

Hardly a week passes without a letter addressed to the Arboretum asking for the names of the best, or of the best six or of the best twenty-five Lilacs. There are now one hundred and fifty named forms of the common Lilac in the collection. They are all or nearly all handsome plants, and no two persons ever agree about their individual value. Some persons prefer flowers of one color and other persons prefer flowers of another color; some persons like the Lilacs with double flowers and others detest them.

All the farms of the garden Lilac have practically the same habit and foliage, and the same inconspicuous fruit; they all bloom freely nearly every year, and breeding and selection have not affected their perfume as it has that of so many much "improved" plants, like many of the modern Roses. There is considerable variation in the size of the individual flowers; the double flowers open generally a little later than the single flowers and last longer, but there is really little difference in the time of flowering of all these plants. The size of the flower-cluster varies somewhat on the different forms; it is larger on young plants than on old ones, and it can always be enlarged by severe pruning which increases the vigor of the flower-bearing branches. Choice therefore depends on color, and really none of these Lilacs are "best" for everybody; one color or one shade is "best" for one person and another color or another shade is "best" for another person. Many persons who visit the Arboretum find the old Lilacs which have been growing on Bussey Hill for nearly a hundred years more beautiful than any of Lemoine's recent creations because they are the Lilacs which have long been common in old New England gardens and beloved by generations of New Englanders. A choice of Lilacs being largely a matter of taste in color or of association, it is useless to ask the Arboretum to make selections for its correspondents. If persons want Lilacs their only way to go about getting them in an intelligent way is to visit the Arboretum personally.

EARLY AZALEAS.

The first Azalea to open its flowers this spring is the Korean Rhododendron (all Azaleas are now called Rhododendrons) poukhanense. This Azalea, which is a common plant on the bare mountain slopes in the neighborhood of Seoul, was first raised at the Arnold Arboretum in 1905 from seeds collected in Korea by Mr. J. G. Jack. As it grows here this Azalea is a low, wide, compact bush which never fails to cover itself with its large, rose-pink flowers. Some persons do not find this color pleasing, but the flowers of no other Azalea in the collection have such a strong and pleasant fragrance. The plants ripen good crops of seeds; the seedlings are not difficult to raise and there is no reason why this plant should not be more common in gardens than it is at present.

The flower-buds of Rhododendron (Azalea) Schlippenbachii open a few days later than those of *R. poukhanense*. This Azalea grows on the exposed grass-covered cliffs of the east coast of Korea as a low bush with branches clinging to the ground and far northward as a tall shrub sometimes twelve or fifteen feet high under trees in open or dense forests. It grows further north than other Asiatic Azaleas, and only the North American *Rhodora* reaches a higher latitude. The flowers of this Azalea appear before the leaves and are pale pink marked at the base of the upper lobes of the corolla with dark spots and are about three inches in diameter. There can be little doubt of the hardiness of this plant, for in Korea it grows to its largest size where the winter temperature often falls to 30 degrees below zero Fahrenheit; and in the Arboretum the flower-buds have not been injured by the low temperature of recent winters. There is every reason to believe therefore that it will be possible to cultivate *R. Schlippenbachii* anywhere in the northern states where the soil is not impregnated with lime. If this prediction proves true New England will be able to add to its gardens one of the most beautiful of all the Azaleas.

This plant, unfortunately, is still rare in gardens. Although known to Russian botanists as early as 1872, it did not reach England until twenty years later when the late J. H. Veitch sent to London a plant which he had found in a nursery garden near Tokyo. The plants in the Arboretum were raised from seeds brought by Mr. Jack from Korea, and at different times a few plants have reached this country from the Yokohama Nursery.

Fortunately Mr. Wilson during his

journey in Korea in 1917 secured a large quantity of the seeds of this Azalea; this has been widely distributed by the Arboretum in the United States and Europe and has produced several thousand plants. There is reason to hope, therefore, that this loveliest of the hardy Asiatic Azaleas will become a common inhabitant of northern gardens.

THE STAG'S-HORN SUMACH.

This species of *Rhus* succeeds well under a variety of conditions, says a writer in *Gardening Illustrated*, and grows satisfactorily even where there is a good deal of dust and dirt. Its chief attraction centres in its long, pinnate leaves. These, on naturally-grown plants, are usually from 15 inches to 18 inches long, but on vigorous specimens they often approach a length of 3 feet. Under ordinary circumstances it grows 8 feet to 15 feet high, although it may exceed a height of 20 feet, with a number of stiff, hairy, rather gaunt branches, each one crowned by a handsome head of leaves.

Male and female flowers are borne by different plants. Those of the male are greenish and less showy than in the female, which are borne many together in dense, erect panicles from the points of the shoots. The female flowers are small and the ovary is covered by short red hairs. During the process of seed formation the red colour becomes more intense, and the dense red erect panicles each 4 inches to 6 inches long, are very conspicuous amongst the leaves. In addition to the male and female plants there is a handsome cut-leaved form of each, known under the varietal name of *laciniata*. Both type and variety form excellent shrubs for planting in large beds of rich soil in order to obtain the largest possible leaves.

Each plant is confined to a single shoot, the result being leaves 3 feet or more in length and a foot wide. They are cut down as low as possible each year, and as soon as new shoots appear all except one are rubbed out. It is an exhaustive method of cultivation, and care should be taken to feed the plants liberally.

Propagation is easily effected by root-cuttings, sections 4 inches long and the thickness of a lead-pencil being suitable. *R. typhina* is a native of Eastern N. America, and has long been an occupant of gardens. Fortunately, it can be handled without leaving behind the poisonous effects connected with the handling of some species, particularly *R. Toxicodendron*, the Poison Ivy of Eastern N. America.

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Winter-flowering Witch Hazels.

The southern Missouri and Asiatic Witch Hazels have all flowered during the winter, but for some reason which it is not easy to explain their flowers opened five or six weeks later than in other years. Hamamelis mollis from central China is the handsomest of these plants and well deserves a place in winter gardens for its flowers with their large bright yellow petals and handsome leaves which in late autumn assume before falling brilliant shades of yellow. A Japanese species (H. incarnata), differing from all the other Witch Hazels in the dark red petals of its small flowers drooping on long stems, is a recent addition to the Arnold Arboretum collection and has flowered this winter for the first time. As a botanical curiosity it is interesting, but judged by the first flowers it has produced in America it has little to recommend it as a garden plant.

FLOWERS SCARCE IN LONDON

It is reported from across the water that London is very short of flowers and that high prices prohibit the adorning of homes with floral decorations. A dispatch from London says that the handsome homes of Belgravia and Mayfair districts which are traditionally renowned for their fresh flower decorations in spring, show this year a most denuded appearance. Many women have grown flowers and plants in their drawing rooms to combat the high prices of flowers, but their crops have not been sufficient to give their homes the appearance of other years

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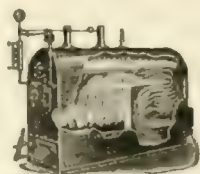
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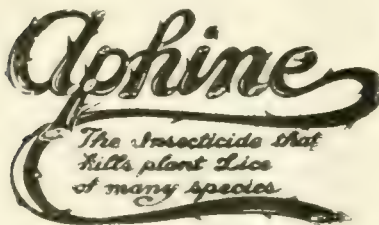
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It seems now as if our shrubs and perennials were showing the benefit of the heavy snows, for the shrubs are in very full bloom and the perennials strong in coming up. In the winter we received a variety of annual flower seeds from Yuldersvki, South Africa. Of some of these we will later give an account. They were sown indoors in flats and were strong in coming up. A few of them have suffered a little from transplanting but not beyond recovery. We started them indoors as we want to collect their seeds for further planting.

M. R. CASE.

Hillcrest, Weston, Mass.
May 20th, 1920.

NEWS NOTES.

For the first time since the war the Public Gardens of Boston have been ablaze with tulips this spring. About 40,000 bulbs were set out last fall.

A new corporation is the Royal Fern Extension Corporation, Boston and Altamonte Springs, Fla., general nursery business; capital, \$450,000; incorporators, Edward W. Mitchell, Elsie MacKenzie, William L. Bly and Tressa M. Ready of Medford and Elmer Smith Bailey of Boston.

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We take pleasure in offering this new and valuable variety of Nephrolepis. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we RECOMMEND IT MOST HIGHLY."

Strong plants, 2½-inch pots.....\$3.00 per dozen, \$20.00 per 100
Extra fine specimens.....10-inch, \$5.00; 12-inch, \$7.50

NEPHROLEPIS:	Each
Dwarf Boston, 6-inch.....	\$0.75
Elegantissima, elegantissima compacta, 3½-inch.....	.35
Muscosa, 3½ inch.....	.35
Muscosa, 6-inch.....	.75
Elegantissima and elegantissima compacta, 8-inch.....	2.00
Elegantissima and elegantissima compacta, 10-inch.....	4.00

Packing extra.

F. R. PIERSON, Tarrytown. N. Y.

CANNAS

3-inch pot plants ready for immediate shipment.

\$1.00 per doz. \$5.00 per 100 \$40 per 1000

ALPHONSE BOUVIER
FLORENCE VAUGHAN
MAROS
PRESIDENT MYERS
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SOUV. D'ANTOINE CROZY
VENUS

FEUERMEER
GLADIATOR
J. D. EISELE
JEAN TISSOT
QUEEN CHARLOTTE
RUBIN
UNCLE SAM

WYOMING

KING HUMBERT—\$6.50 per 100

Alyssum, Double Giant; Ageratum; Dusty Miller; Achyranthos, assorted; Lantanas, assorted; Hardy English Ivy, assorted; Heliotrope, Vinca Variegata. All two inch, \$2.75 per 100, \$25.00 per 1000.

Hardy English Ivy, three inch, \$4.00 per 100.

Send for Catalog Cash With Orders

R. Vincent, Jr., & Sons Co.

WHITE MARSH, MARYLAND

Henry H. Barrows FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY CHRYSANTHEMUMS MADISON, N. J.

Nephrolepis Norwood Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

The **CONARD & SONS** CO. WEST GROVE PENN., U.S.A.

Robert Fyle, Pres. Antonio Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

CEDAR ACRES Gladioli and Dahlias

Booklets Free

B. HAMMOND TRACY, INC.,
Wenham, Mass.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

Burpee's Seeds PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

GARDENING FOR WOMEN

Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2-August 28
Write for Circular

SCHOOL OF HORTICULTURE

Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

The Publicity Fund is augmented this week by a cheque from the St. Louis Florists' Publicity Committee for \$434.70, equivalent to a further contribution of 25 per cent of money collected by the committee for publicity purposes. Altogether this makes \$1,205.70 contributed to the campaign this year by the St. Louis florists. Secretary J. J. Beneke writes that the committee is looking for a big increase to their fund this fall, which means further support to the National Campaign.

There are very many more communities which could give combined aid to our fund. Some of these are, of course, small in so far as the number of florists is concerned. But if only half a dozen florists would get together and make a joint subscription, it would be quite satisfactory and show a good feeling toward a movement designed only to benefit the trade.

The good results forthcoming from our campaign have excited the jealousy of other trades. A particular instance of this is found in "The Keystone" for May, a trade paper in the jewelry trade. In this number, occupying a full page, is a poetic effusion under the heading, "Say it with Jewelry," and illustrated with a picture supposedly showing the advantage of jewelry as a gift that is permanent over one of flowers, quickly perishable.

These jealous interests may pervert our slogan as they will, but "Say it with Flowers" was well conceived, and it cannot suffer as long as we keep on exploiting it. There has always been a "language of flowers," and flowers speak this language as nothing else in this world's goods can. Flowers are more than gifts, they are messengers entrusted with the sweetest messages possible of conveyance. In sickness, sorrow, and joy they speak—could anything else supplant them?

It is this sentiment that our publicity has been promoting. Flowers were never considered in this light as they are now. Look over our beautiful advertisements, which have appeared in the national magazines, and it must be admitted that they touch the sentimental side of their readers, they place flowers in a different category to that in which they have ordinarily figured. They excite a desire to pos-

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

Send For Our Catalogue.

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

THE HOUSE OF KELWAY

Has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

GIGANTEUM & HARDY LILLIES GLADIOLUS CANNAS AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.

IRVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS

RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR JULY-AUGUST SHIPMENT

SEEDLING FERNS in FLATS, all varieties.

BAMBOO STAKES

Natural and Green in all sizes—both domestic and Japanese.

Write for prices stating your requirements.

McHUTCHISON & CO. 95 Chambers St.
NEW YORK

ness or use flowers under conditions not previously considered, and they remind readers of forgetfulness in the matter of many little courtesies which go to make up the spice of life.

This has all along been the prime object of the campaign—to induce a greater and more intelligent use of flowers. And it is for this purpose that the support of florists has been asked, support which should enable us to finance the cost of this very necessary publicity. There is no getting away from the fact that the campaign is exerting a wonderful influence for our good, and it should be the absolute duty of every florist, no matter where located, to contribute to the fund whatever amount he can. As we have so often said, such a contribution is an investment pure and simple, and pays mighty good interest. Our committee is sorely in need of further funds to arrange for a vigorous continuance of the campaign, the best movement ever inaugurated in the florists' industry.

If you, reader, have not subscribed already, won't you favor the committee, and, incidentally yourself by sending a cheque to the secretary forthwith? Don't worry about the amount—you can send more later if you wish to do so.

JOHN YOUNG, Secy.

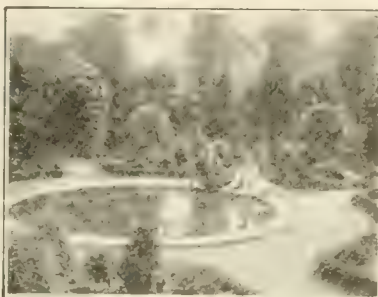
43 West 18th Street,
New York.

PASSING OF FRANK L. GAY.

Frank L. Gay, one of the oldest and best known members of the Rhode Island Horticultural Society, and one of few survivors of those conducting business on Westminster street before the Civil War, is dead at Providence, from illness incidental to his advanced years. He was in his 89th year and had been in failing health for more than a year.

He was known throughout New England as one of the most successful growers and exhibitors of what are termed old-fashioned flowers, and was awarded numerous first prizes by the horticultural and county fair exhibitions for more than two-score years. He was prominent as judge and assistant at the exhibitions of the Rhode Island Horticultural Society and was frequently called to serve as judge at other agricultural and horticultural exhibits. In the days of the old State Fair at Narragansett Park, under the auspices of the Rhode Island Society for the Encouragement of Domestic Industry and Agriculture, he was assistant superintendent.

BOX-BARBERRY



Garden Bordered with Box-Barberry.
Electros of this illustration Free with
each order for 1000 or more if
requested.

Many of the leading catalogue firms have already contracted with us for their supply for the ensuing season, and others are buying these FRAME GROWN PLANTS for their own planting preparing for the enormous demand which is sure to follow.

It is a safe statement that BOX-BARBERRY will soon be the plantsman's best seller.

The Elm City Nursery Co.
New Haven, Conn.

WOODMONT NURSERIES, INC.
Introducers.

Send for Trade Bulletin

Have you seen a garden bordered with BOX-BARBERRY this spring? Every plant bright and green,—not a dead one. A strong contrast to the northern Buxus bordered garden, now either dead or sadly winter injured, brown and dejected looking.

Mr. Siebrecht, the veteran plantsman, on seeing the garden the other day shown in accompanying illustration, exclaimed with his characteristic enthusiasm, "magnificent, there is a fortune in it for the nurserymen."

We offer you well rooted dormant summer frame cuttings ready to set out direct into the nursery without further expense to you at

\$65.00 per 1000

ALL SOLD OUT OF LARGER SIZES

IF in need of RELIABLE NURSERY STOCK

that is well grown, well dug and well packed

Send to the **BAY STATE NURSERIES**

Wholesale and Retail

NORTH ABINGTON, MASS.

PLEASE YOUR CUSTOMERS

by furnishing them with

**Framingham Evergreens, Trees,
Shrubs and Roses**

FRAMINGHAM NURSERIES

Framingham, Mass.

We Have on Hand the Largest Stock of

BOXWOOD

All Shapes

RHODODENDRONS

Parsons' Hardy American Seedlings

1,000 BAY TREES All Sizes

MONTROSE NURSERIES

N. F. McCARTHY CO., Props.

Nurseries: "MONTROSE"
Wakefield Center, Mass.

Office and Salesroom: 112 Arch St.
BOSTON, MASS.

Harry Playdon of Andover is doing a large amount of landscape work this season, his undertakings including such work as laying out rose gardens, rockeries and the like. He has one especially large piece of work on a private estate at Andover, Mass.

The Newport Horticultural Society is to hold an early summer exhibition June 24 and 25. Mr. Richard Gardner has been appointed manager. Mr. Gardner recently gave a talk before the society on orchid growing.

HYDRANGEAS

ASSORTMENT OF BEST FRENCH SORTS AND OTAKSA

Nice 3½ inch plants for growing on, \$16 per 100, \$150 per 1000

Strong 2¼ inch plants, \$8 per 100, \$75 per 1000

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

DEATH OF MAURICE FULD.

Well-Known Seedsman Passes Away Suddenly at His Home in New York.

The trade was shocked to hear last Saturday that Maurice Fuld, the well-known seedsman, had been found dead in his apartment in New York City. Mr. Fuld's robust appearance and general alertness had given promise of a long and busy life, so that his sudden passing away came as a great surprise. It was understood that death was due to hardening of the arteries.

Mr. Fuld was born in Germany about 45 years ago. After leaving school he entered the seed business and for some time was with a concern in Quedlinburg. Afterwards he was connected with a firm in the South of France for several years, specializing in perennials. Later he came to this country and was engaged in the seed business with different concerns in Boston, Philadelphia and New York. For several years he was manager for the W. W. Rawson Co. in Boston and made many acquaintances at that time. This was previous to the consolidation of the corporation which made the present Fottler, Fiske, Rawson Co. While with this firm he established a dahlia farm at Marblehead which attracted much attention and made a reputation for himself as a dahlia specialist. Later he went to Philadelphia and became connected with the H. F. Michell Company, where he began to get out the unique literature which won him considerable fame later on. After that he went to New York and after a short connection with the Knight & Struck Company went into business for himself. He had been gradually extending his business and his advertisements which appeared in the trade papers and ama-

teur press made him a conspicuous figure.

Mr. Fuld's advertising was always distinctive and for that matter his methods were such that his business became built up largely on his own personality. For several years he has conducted two magazines, *Flower Talks* and *Vegetable Talks*, which have been written entirely by himself and contained no advertising. Mr. Fuld was also well known as a lecturer and had appeared before many prominent organizations in and outside of the trade. It seems particularly unfortunate that he should be cut off at this time when he was just reaping the success of many years of effort.

THE FLOWER MARKET.

Weather conditions were against florists who had planned to make a ten strike with Peonies for Memorial Day, but their loss will be gained by the carnation growers. With peonies out of all the Eastern markets, carnations sold at a tremendous rate and at very good prices. A good supply of peonies of fine quality reached Boston on Tuesday, which brought less than one-half of what would have been the price a few days before. It was much the same in New York, and even in Philadelphia there were but few peonies which came in from local points and they did not appear until Saturday so they were hardly a factor in the market.

In Philadelphia, roses and other long-stemmed stock sold especially well. On the whole, Philadelphia showed a better Decoration Day business than has been the case in the past. All the wholesale concerns worked overtime for three or four days and on Sunday, and on Monday noon

closing was in order.

Of course Boston had a lively market on Saturday, and a lot of stock came in on Monday, but this was too late to be of much value. Further West, the Memorial Day business does not seem to have been as big a factor as in the East, although the evidences are that it is growing rapidly. This week the markets have been very dull as a matter of course, with plenty of stock and prices low. It is noted that Delphiniums are especially late this year; they were among the items missed for Memorial Day business.

GENERAL NEWS NOTES

Mr. T. E. Waters, of the Poehlmann Bros. Co., Chicago, recently addressed the Ladies' Garden Club of Minneapolis and St. Paul.

According to Mr. Hilmer V. Swenson, of the publicity department of the S. A. F., the demand for "Say it with Flowers" billboards is constantly growing.

The Gardeners' and Florists' Association, of Toronto, Ont., will hold no meetings during the summer months, the next regular session coming on Sept. 21.

The recent heavy hailstorm in the southwest did considerable damage to nurserymen and florists. The peony crop has suffered badly, as it was just getting ready for market. It is reported that the Wilde Bros. Nursery Co., of Sarcoxie, Mo., lost its entire peony cut flower crop.

The 10,000 tulip bulbs given to the city of New York by John Scheepers and planted in the New York Botanical garden, have been making a fine display this spring, and have attracted much attention, as they included many unusual varieties among the 130 kinds shown.

HORTICULTURE

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JUNE 5, 1920

No. 23

THE TALK OF THE TRADE

I think I am safe in saying that there never has been a time in the history of the florist business when flowers received such a boost as during this memorial season just passed. The press, governors of states, mayors of cities and others in the public eye have shown plainly their appreciation of flowers and in many ways have urged their use and done a great deal to strengthen the appreciation of flowers by the public and to show their appropriateness at this season especially.

Reports from all sections indicate that the Memorial Day just passed was the largest ever. While many were very optimistic, still there was an undercurrent of feeling that too many artificial flowers would be used and that this would work against natural stock. There is no question that artificial stock was used in greater quantities than ever, but the natural flowers certainly held their place and the markets in general showed a good clean-up and at good prices. True it is that Monday morning cut stock lagged below the prices of Saturday, but even so, the average selling figures were good, and I can't see where there can be any complaint from anyone as to Memorial Day business.

I am not able to say anything about the market on Monday in other cities outside of Boston, but I must say that I was very much surprised at the quantity of stock which came in Monday morning, and further than that I am more surprised to find that there are still some florists who will hold back stock until the very last minute and then expect to make a fine clean-up at big prices. I know of one salesman in particular who tried to find out from his growers as early as Wednesday in the week what was left at the greenhouses to come in for Thursday, Friday and Saturday. He was led to expect only a small quantity of stock, but when Saturday came along there was more than he expected, and Monday a big shipment came along, and what was worse, a lot of this stock was in poor condition. This stock had been

held back and it made a lot of trouble for the salesman and resulted in low sales, and as a matter of fact a lot of held-over stock for Tuesday morning. Take for instance gladiolus, not only the large-flowered varieties but the Colvelli type; this stock would all have cleaned up fine, but to hold it until Monday morning was simply wasting it. There may be some explanations for shipments increasing at the last minute, but it is hard to explain, particularly when you find stock held over and in poor condition. We have been waiting a long, long while for this condition to be overcome, but it doesn't seem possible to get away from it entirely.

In speaking of *Primula malacoides* in a previous issue, I mentioned *Malacoides Townsendi* as a particularly valuable sort, but this has been impressed more forcibly upon my mind during the past week as I have learned that this variety is being grown in greater quantities this season than before. To my mind, it is the best of

the *malacoides*, and growers handling this type of primula should see to it that they have good stock. President Miller of the S. A. F. is certainly a good judge of pot plants, particularly those that are in favor in the New York market, and I remember last year how well he spoke of *Townsendi* and marveled that even with the quantities grown there were not greater numbers handled.

A subscription dinner is to be given in honor of Charles H. Totty of Madison, N. J., at Mouquin's restaurant, New York City, on Saturday evening, June 5th, when his friends will wish him Godspeed on his trip to Europe. Mr. Totty is planning quite an extended trip abroad and his many friends in the trade await with interest his report of conditions and of the new things he is sure to dig up while he is over there. We all wish him a pleasant and prosperous trip, and await the time when we may welcome him back with us.

I have mentioned before, but I think it will bear repeating that in planting



Chrysolora, a Popular "Mum"

chrysanthemums for this season, go easy on plants of the midseason varieties. I prophesy heavy planting of stock, and I believe that market conditions will prove that I am right when we get into October this coming season. Plant heavy on the very early and the late varieties. Pompons as usual will be in good supply, but again you will find it true that the early and the late are the good paying ones, particularly the very early.

Well-grown Golden Glow is always good property if not brought in too early. Last of August and the early part of September are a little too early generally for blooms of Golden Glow, but around October 1st they bring a good price. Stock of this variety, however, seems to be unusually scarce, due to the fact that it does not winter over well and a large quantity of stock plants were lost through having been winter killed in the frames on account of the severe winter and long space of time that they were covered by the snow and in complete darkness.

Seidewitz is a variety that will do very well for one of the early yellows. This sort planted early and kept growing gives good results. This variety turns out a good presentation of marketable blooms, and is one that can usually be depended upon for a good paying crop.

CHRYSANthemum ROOTED CUTTINGS

3,000 EARLY FROST

1,500 YELLOW BONNAFFON

500 SEIDEWITZ

500 WHITE BONNAFFON

250 CHIEFTAIN

3.50 per 100

\$30.00 per 1,000

W. D. HOWARD

MILFORD, MASS.

Pachysandra terminalis

2 year old plants,

\$12.00 per 100, \$100.00 per 1000

Euonymus radicans

3 year old plants

\$12.00 per 100, \$100.00 per 1000

JAMES WHEELER

NATICK, MASS.

When writing to advertisers kindly mention **HORTICULTURE**

A year ago Henry Penn, of Boston, won many compliments by using his advertising space to call the attention of the public to the tulips in the public parks of Boston. This year he used a large advertisement in the Boston Post to speak of the lilacs and other flowers in bloom at the Arnold Arboretum, with the result that hundreds of people were attracted to that beauty spot on Memorial Day. In this advertisement Mr. Penn made no mention of his own business, but it is safe to say that the money spent was not wasted. People appreciate this kind of public spirit, and have a kind thought for the man who exercises it.

SHAKESPEARE GARDENS.

It seems that Shakespeare gardens are still being considered here and there, in spite of the fact that they have not always worked out as successfully as might have been hoped. The fact is that it is very difficult to get together such plants as were actually grown at the time of Elizabeth, and if the collection is not accurate the visitor is of course really misled. A writer of the Gardener's Chronicle considers, for example the matter of pansies, and asks what kind of pansies it is proposed to plant in the Shakespeare garden. Of course, the truth is that the pansies of today are very different from those of the poet's day. Twentieth century specimens will not accurately illustrate those grown in the 16th-17th centuries. This writer then goes on to say:

"I stood side by side with a young infantry soldier and his lady friend in the Rotunda at Woolwich; they were examining with some amount of curiosity the section of a shrapnel shell, the bullets of which were packed as closely as berries in a bunch of grapes. 'That,' said the young soldier, 'is what they call grapeshot.' As an old Artillery Volunteer I walked away and smiled. So it will be with some of the occupants of this new Shakespeare garden, unless considerable supervision is exercised. Fancy the budding amateur florist, the uninitiated tourist or the man in the street gazing upon some very fine specimens of modern garden Pansies—say, for instance, some of the Odier, Trimardeau, or Sutton's Mammoth strain, and thinking they were replicas of the flowers contemporary with the great poet of Stratford-on-Avon!

Well might Ophelia say—

And there is Pansies, that's for thoughts."

Worth While Primulas

Malacoides Rohrerl. The best strain of Malacoides on the market. Years of patience have developed it to perfection. The beautiful shades of Rose Pink, Light Lavender and Snow White make it one of the most desirable and profitable plants to grow, not only as single plants, but for combination work it cannot be excelled. 100 1000

Pink and Lavender Mixed, 2½ in. \$7.00 \$60.00

Pure White, 2½ in. 7.00 60.00

Malacoides Townsendi, 2½ in. 8.00 70.00

Obconica, Rosen, Gigantea,

Grandiflora, Apple Blossom

and Kermesina, 2-in. 7.00 60.00

2½ in. 8.00 70.00

C. U. LIGGIT

Wholesale Plantsman

Bulletin Building PHILADELPHIA

WANTED To Buy ORCHIDS

Choice Specimen Plants

or Rare Varieties OF ANY DESCRIPTION

A. C. BURRAGE

Douglas Eccleston, Supt.

Beverly Farms

Mass.

MICHELL'S FLOWER SEED

CINERARIA

	½ Tr.	Tr.
Grandiflora Prize, Dwarf.....	Pkt. Pkt.	\$0.60 \$1.00
Grandiflora Med. Tall.....	60	1.00

DAISY, DOUBLE ENGLISH

	Tr.	Pkt.	Oz.
Monstrosa Pink, ¼ oz.	\$2.00	\$0.50
Monstrosa White, ¼ oz.	2.00	.50
Monstrosa Mixed, ¼ oz.	1.75	.50
Longfellow Pink40	\$2.00
Snowball White40	2.00
Mixed30	1.50

MYOSOTIS

Alpestris Victoria25	1.25
Eliza Fanrobert25	1.25

FANSY SEED

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt. 30c; 50c per tr. pkt.; ½ oz., \$1.25; \$7.00 per oz.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; \$2.50 per oz.

Giant Sorts in Separate Colors

PRIMULA CHINENSIS

Alba Magnifica	\$0.60	\$1.00
Chiswick Red60	1.00
Duchess60	1.00
Holbron Blue60	1.00
Kermesina Splendens60	1.00
Rosy Morn60	1.00
Prize Mixture60	1.00

PRIMULA OBCONICA GIGANTEA

Lilacina. Lilac	\$0.50
Kermesina. Crimson50
Rosen. Pink50
Alba. White50
Hybrida Mixed50

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

MICHELL'S SEED HOUSE

518 Market Street Philadelphia, Pa.

George Watson's Corner

"You in your small corner and me
in mine."

The newly born Iris Society is fortunate in having secured a good live secretary. Robert S. Sturtevant, the well known landscape architect of Wellesly Farms, Mass., is a man of high distinction in two continents who knows and loves the Iris and has made it his hobby. Let us all turn in and help him, the least we can do is to join the association and become more educated in the fine points of this wonderful genus, which needs only more knowledge to advance it in popular appreciation.

A field for that seems open in the way of making it an all the year round flower like the rose if the experts will get busy in retarding, storing, cultivating the various species suitable for cut flowers. There should be money in it as well as fame for the grower and it would all tend to the glory of the Iris in public estimation.

Fiddlesticks! That was a fine word used by Max Schling in reply to Anna Jarvis. It expressed the feeling of the multitude of common sense people in one word. Great! We extend our thanks and congratulations. Some of those crazy fanatics who call themselves efficiency experts may think that a word of four letters like Rats or even one of three letters like Bah would have been an improvement in these days when print paper is so scarce and the typesetter is a Mogul, but for us Fiddlesticks fills the bill and leaves a nice warm feeling behind it. Some like it neat and straight; but the seltzer the lemon and the peppermint and the straw kind of adds artistic verisimilitude and we are willing to pay the difference.

GARDENERS' CONVENTION.

The date for the annual convention of the National Association of Gardeners has been set for September 14, 15, 16, at St. Louis.

The Marquette Hotel has been selected as the headquarters and meeting place of the convention, and the following committee is in charge of the local arrangements: Program, George H. Pring; Reception, Hugo Schaff; Entertainment, Ernst Streble; Decoration, John Moritz; Publicity, Prof. H. C. Irish.

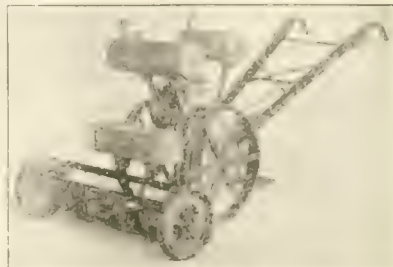
This year's convention of the national association will be the most important in its history, as several matters which will have much bearing on the future of the gardening profession, will be presented to the convention for consideration. The subject of examination and classification for gardeners, which was referred by the Cleveland convention to the next convention, will be submitted for final action.

As the convention of the American Association of Park Superintendents will be held in Louisville on September 9, 10, 11, a good attendance is looked for at both conventions as many members are affiliated with the two associations. The dates have been arranged so that members may attend both meetings.

The following country estate owners have recently subscribed as sustaining members of the National Association of Gardeners: W. R. Coe, Oyster Bay, L. I.; J. Pierpont Morgan, Mrs. J. Pierpont Morgan, Glen Cove, L. I.; E. H. Inman, Atlanta, Ga.; F. M. Sackett, Louisville, Ky.; H. E. Converse, Marion, Mass.; Mrs. C. G. Rice, Ipswich, Mass.; Mrs. W. Stursberg, Great Neck, L. I.; W. E. Kimball, Glen Cove, L. I.; E. F. Price, Port Chester, N. Y.; A. C. Loring, Mound, Minn.

Mr. Henry T. May, gardener on Miss Bradley's estate, Hingham, Mass., is leaving July 1st to accept a similar position in Springfield, O.

MERRY GARDEN CULTIVATOR



Only practical and efficient machine of this type for florists, gardeners and market gardeners.

Can be seen at

BOSTON FLOWER EXCHANGE
32 Otis St. Boston, Mass.

Rogean & Noyes, Agents

CHARLES SCHOENHUT.

Charles Schoenhut, a prominent florist of Buffalo, is Dead at His Home on Blaine Street.

Mr. Schoenhut was born in Germany about 50 years ago and came to this country when a boy. For the past 20 years he conducted the flower shop in William street. He also conducted the Schoenhut nurseries at Garden-ville.

Mr. Schoenhut was a member of Modestia Lodge, F. & A. M.; Buffalo Con-sistory, Elks, Eagles, Orioles, the Borea Club, East Side Business Men's Association and the Florists' Club.

Mr. Schoenhut is survived by his wife, Emma, Schoenhut, his mother, a brother, Albert Schoenhut, and four sisters, Matildia Schoenhut, Mrs. Bertha Korn, Mrs. Julia Kraft and Mrs. Amelia Reynolds.

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HORTICULTURE

Established by William J. Stewart in 1904

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Take the country as a whole and Memorial Day was not as great a success from a financial standpoint of the florists as might have been hoped. With many florists Mothers' Day brought in a much larger amount of money. At the best, Memorial Day is an uncertain quantity. If the season happens to be of such a character as to bring into bloom a large amount of outdoor material the last of May, it is obvious that the florist is going to find his business reduced. That was the case, especially in New England this season. Lilacs were in full bloom and in great quantities. They were used to an almost unprecedented extent. In other places peonies from private gardens were available. On the other hand, many professional growers in the southwest who had expected to market great quantities of peony blooms on Memorial Day had their crops and their hopes ruined simultaneously by the recent severe hailstorm.

Florists who have an exclusive city trade often find Memorial Day hardly as profitable as a good Saturday under ordinary conditions. On the other hand, florists who are situated in close proximity to cemeteries and those in suburban sections find the day one of great activity and consequent profit, although it must be said that the floral pieces made up for the Memorial Day trade are seldom pretentious, and consequently sell for comparatively low prices.

New England seems to have developed the Memorial Day business to a greater extent than many other parts of the country. The Boston markets were cleaned up well and at fair prices on Saturday, but perhaps the story would have been a little different if the material which came in on Monday morning had arrived when it should have done so. Of course the Monday offerings were not in great demand, as most of the buying had been done. Growers who held their stock had to see the price cut almost in half. One feature of Memorial Day this year was the tremendous use

made of artificial flowers, wreaths and the like. This line of business has developed with surprising rapidity, and a large part of the Memorial Day investment went into this sort of material.

The Cleveland Florists' Club will hold its Cleveland next meeting June 6, at the Hollenden, and Convention considerable attention will be given to the S. A. F. Convention. Members of the Cleveland club realize that they have a big task on their hands in preparing for the convention, but are settling down to work in good earnest. No one can doubt that they will prove to be hospitable hosts, and that they will live up to the reputation which the trade in Cleveland has always possessed for being alert, enterprising and warm hearted. All the signs point to a big and successful convention in the lake city.

It is good news that the Massachusetts Horticultural Society has planned for a big Rose Show Shows next spring. The success of the Orchid Show this season demonstrated the ability of the Society to put over an event of this kind in a manner calculated to attract international comment. There is every reason to believe that the American Rose Society will co-operate in making the event a success. That fact is being counted upon, no doubt, and the members of the Rose Society are alert to every opportunity for increasing the interest of the public in their special flower.

Within the past few weeks the trade has been Faces robbed of several of its prominent members, in Missed the passing of Maurice Fuld, Patrick O'Mara and Charles Schoenhut. The tributes published elsewhere show the high esteem in which Mr. O'Mara was held. He was indeed one of the most able men in the trade and one of the finest orators who has ever been heard at the S. A. F. conventions. His work was always of the cleanest and highest type, and he had the respect of everybody who knew him, both in a business and social way.

Mr. Fuld's unique personality stamped itself upon everything which he did, and he set a pace in the matter of advertising copy and catalogue literature which has done much to work a revolution in the business. He will be missed not only in the trade but also among thousands of amateurs who had become familiar with his work through his writings and his lectures.

While Mr. Schoenhut of Buffalo had not such a conspicuous place in National affairs, he was known in force in his own community and his loss also will be deeply felt.

It is doubtful if prices for flowers will come Price back again to the heights which they reached Outlook during the winter, at least until another winter season rolls around. The outlook for June weddings is by no means roseate. This is due to the fact that the high cost of living has brought about a disposition to postpone the happy event until prices tumble a little, and even when the weddings take place they are in most cases of a quiet nature and the florist has no part in them. Without being pessimistic, it is necessary to say that all the signs point to considerably lower returns all along the line for the next few months.

ASIATIC CRABAPPLES

The flowers of these trees are unusually late this spring, but unless the weather continues exceptionally wet and cold there will be open flowers on at least a few species by the 17th, and many others will be in full bloom by the 22nd or 23rd of the month. The flowers of these trees make one of the principal spectacular displays of the year in the Arboretum, and only that made by the Lilacs attracts a larger number of visitors. Most of the trees are well covered by buds, but there will be no flowers on a few individuals, including the plant of *Malus floribunda* at the foot of the bank on the left hand side of the Forest Hills drive.

This is unusual for *Malus floribunda* rarely fails in May to excite admiration by its countless thousands of deep rose-colored flower-buds and white petals. Other trees of this Crabapple in the Arboretum will flower this year as usual, and the tree of *Malus arnoldiana*, a hybrid of *Malus floribunda* and an even more beautiful plant, in the group on the Forest Hills Roads which did not flower last year, is now covered with flower-buds. For forty years the Arboretum has been engaged in forming this collection of Crabapples in which are now found all the American and Asiatic species, many distinct varieties of the species and a number of hybrids. It still lacks, however, the wild type of the species of western Europe (*Malus sylvestris*) which it has not been possible to find. This is unfortunate for this Crabapple has played a more or less important part in the development of the cultivated Apple-trees of orchards.

The Crabapples in the Arboretum hybridize freely among themselves and it is useless to plant seeds gathered from these trees with the expectation that they will reproduce the plants from which they were gathered. The seedling trees may prove worthless or they may be superior to any of the Crabapples now cultivated. The characters of any species, variety or hybrid can be preserved in its descendants only by means of grafting or budding; and it is for this reason that many of the handsome plants in the Arboretum collection are still rare in other collections. For those fortunate persons to whom the beauty of a plant means more than its identity and correct name Crabapples raised from seeds gathered in collections like that of the Arboretum might be recommended, but such seedlings will require names to make them salable and gardeners' names for plants of doubtful parentage

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will only add to the perplexities of the students of cultivated plants. Stock plants raised by grafts from correctly named individuals would in the hands of a few competent nurserymen supply in time the country with correctly named Crabapples and save planters much loss of time.

The eastern form of *Malus baccata* (var. *mandshurica*), a native of Manchuria, Korea and northern Japan, is again the first plant in the collection to open its flowers. This as it grows in the Arboretum is a bush-like tree about fifteen feet tall and broad; the flowers are white, an inch in diameter, and more fragrant than those of any other Apple-tree in the collection. The fruit is yellow or red and not much larger than a pea. The delightful fragrance of its flowers is the chief attraction of this variety and makes it well worth a place in gardens. Almost as early to flower is *Malus micromalus*.

It was first sent to Europe from Japan in 1856 under the name of "Kaido," a name which in Japan has been given to another plant, and owing perhaps to this confusion of names very little has ever been heard of it in Europe or the United States. In Japan it has been seen only in gardens, and Japanese botanists have considered it a hybrid brought to their country from China. From other Crabapples it differs in its upright growing branches which make the tree conspicuous by its pyramidal habit. The flowers open from deep rose-colored buds and are pale pink and hardly more than half an inch in diameter, and are followed by small yellow fruits. The large specimens in the Peter's Hill Group are not flowering this year, but a small specimen recently planted on the left hand side of the Forest Hills Road is covered with flowers.—*Arnold Arboretum Bulletin*.

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**Flowers Under
Glass**

Be sure that the sweet peas are kept well cultivated, and be especially careful to go through them the day after watering. This watering should be thorough and take place once or twice a week. When warmer weather comes it will be a good plan to mulch them so as to keep the soil cool and retain the moisture. Even mulched sweet peas will need plenty of water at the roots if dry weather comes on, for otherwise their growth will be checked. If they are not growing quite as fast as you think they should, apply a little nitrate of soda or wood ashes before watering.

Make sure that the lilies under glass do not suffer from lack of water, which means that you will have to examine the pots two or three times a day. Do not forget to give the plants an abundance of ventilation. When the flowers begin to open, go over them and remove the pollen, for otherwise the petals will be discolored. Probably some of the tallest kinds will need staking. Keep all the plants well syringed until the flowers begin to open. If you are growing *Lilium speciosum* and *grandiflorum* for summer flowering, they should not have overmuch shade until the buds begin to open. Then some shade will be an advantage. Above all, watch out for the green fly, because this pest does much damage, once it gets a start in the house. Proper ventilation is the way to keep it in check.

With the renewed interest which is being shown in gardenias, growers are giving more attention to these plants. You will find it advisable after removing the plants and old soil in the houses to very carefully wash the benches afterwards, giving them a heavy coating of hot lime. A good compost for gardenias consists of three parts fibrous loam, with one part well rotted cow manure and some clean sand. The more fibrous the loam is the better. Set the plants 15 or 16 inches apart, which will mean three rows on a 36-inch bench. The whole bench should be soaked after the plants have been put in, but after that it is only necessary to water the balls of the plants as needed, but be

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sure that the plants never dry out. Do
not allow the plants to be out of the
pots long enough for the roots to dry
out, and when they are planted be
careful to thoroughly firm the soil well
around them. Then syringe freely on
all good days, under the boards as
well as on top.

As soon as potted Eucharis plants
have borne their crop, they can be
top dressed with cow manure and
loam, a little of the old soil being first
replaced with new compost. If they
have made heavy roots they will be
better for a shift, but it should not be
forgotten that they flower best when
pot bound. It is the best plan to place
the pots in a cool frame where they
can be plunged to their brim in a
mixture of strawy manure and leaves.
Shaded sash should be placed over
the plants. By the end of September
they will be ready for a house where
the temperature runs about 50 degrees
at night, and after a few weeks' rest
can be forced for the Christmas trade.

If you are growing young fuchsias
to flower later, make a point of regu-
larly pinching them. Runners of the
Boston Sword fern should be potted up
regularly and kept growing steadily.
This is a good time to repot young
palm stock and for making up Kentias
and Ericas.

Planting time for the roses is close
at hand, and with a scarcity of labor
it is necessary to get the houses into
shape as early as possible. Make a
resolution once more not to use any
poor plants. It never pays in the long
run. If your own plants are not good
enough, go into the market and buy
some that are.

W. L. Dolan has taken charge of
the Kansas City office of the Ameri-
can Greenhouse Manufacturing Co.
He has been with the concern a long
while in both the sales and produc-
tion departments.

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Mary's, Pa. Joseph Schloder is the
manager.

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PATRICK O'MARA.

A Touching Tribute from Mr. P. Welch
of Boston.

I find it hard to bring myself to believe that Patrick O'Mara has passed away. At the time of my last interview with him, which took place at his office in the Henderson store in 1917, just before the New York Convention of the S. A. F. I found him fighting with all his ability to eliminate all forms of amusement and entertainment from these annual gatherings.

Patrick O'Mara was a self-made man. He started to work at the age of ten years in the Henderson establishment, and, under the efficient tutelage of the late Peter Henderson, he acquired a remarkable knowledge of horticulture, a knowledge perhaps more thorough than he could have obtained in any college. His application to work, and the efficiency he displayed secured for him the highest possible position in the firm of Peter Henderson & Co.

Mr. O'Mara was blessed with a remarkable voice and with that admirable faculty of acquiring, and then holding, the close attention of any gathering or assembly which he addressed. His ability as a presiding officer, coupled with his knowledge of parliamentary law, made him a valuable asset to our horticultural clubs and societies, and made him a prominent figure in the work of advancing our profession to the position it occupies today.

He possessed a keen sense of humor, and was always prepared to tell a funny story, and furthermore, to listen to one told by somebody else. His jokes never had in them that tinge of sarcasm so readily recognizable in some stories, but on the contrary, were always rendered conspicuous by that warm-hearted friendliness that was a part of his nature.

I find that in the passing of Mr. O'Mara I have sustained a distinct personal loss, and I wish to express my appreciation of all his fine qualities and of his great work for the trade. My sympathy goes out to his business associates and relatives who grieve with us at his going.

FROM GEORGE WATSON.

John Westcott voices the sentiments of the trade when he says:

"In the death of Patrick O'Mara the trade has met with a severe loss and we, his brother florists, will miss him greatly. He was one of the brightest lights in our profession, and a hard worker all his life for its advancement. He was indeed a true friend to horti-

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culture. Those who have known him intimately as I have done for many years will miss him for his genial personality and his steadfast helpful spirit. He was a man—true to the core, and we all loved him."

Yes, indeed, Patrick O'Mara was all of that! And then some. He was not only a great man and a great horticulturist but he was a wit and an ora-

tor and a statesman and a glorious old fighter for liberty and truth at the drop of the hat. One of the finest examples of his fighting qualities to my mind was when he went to California single handed and rooted out the overgrown poison-cactus Burbank and showed him up to the world as the biggest and most pernicious fake that ever fastened itself on an honest profession.

PEMBROKE'S CARNATIONS.

An Interesting Account of His Work
at Beverly.

It is pleasant to find the daily papers giving increased attention to the florist business and to florist themselves. The following appeared in a recent issue of the Salem, Mass., News:

"One of the largest carnation growers in this state is Aubrey A. Pembroke, a man who is becoming more and more known to greater Salemites, as he has recently bought the North street greenhouses and McGee & Geary's greenhouses on Crombie street. Coming here from England in 1906, Mr. Pembroke first worked for Mr. Gordon, a well known florist in this part of the state. In 1910 Mr. Pembroke started in the floral business for himself. Gradually he became more interested in carnation growing than in the growing of other flowers, and while he still grows quantities of geraniums, hydrangeas, lilies, and enough roses to make him one of the largest rose growers in this vicinity, yet his specialty is carnations. His largest carnation hot-houses are in North Beverly, and from these Mr. Pembroke picks between 2,000 and 3,000 carnations daily.

"So successful has he been with his carnations that at a carnation exhibition in Buffalo in 1915 he won 10 first prizes and eight seconds in 22 entries. All of these flowers had been grown in this state and were at least a week old before being exhibited. In Philadelphia, in 1916, he took six prizes in a carnation exhibition.

"Besides growing the more familiar kinds of carnation, Mr. Pembroke has grown some different from any heretofore. "Good Cheer," a large, light pink carnation, is one of his first specialties. "Elizabeth," a carnation which Mr. Pembroke named for his daughter, "Sensation," and the "Beverly" are others which he has developed. "Laddie" was first grown by Mr. Pembroke, but now florists in other parts of the country are growing it. There are some new kinds of carnations which Mr. Pembroke alone grows, but as yet these have not been put on the market.

Robert S. Sturtevant was also much in evidence at the Iris Show, being not only its secretary but an important exhibitor. He showed some very fine new varieties, such as: Rose Unique (Farr), Mrs. Alan Gray (Foster), Prestige (Sturtevant), Verbena (Wallace), Prosper Lauzier (Vilmorin), Syphax (Bliss), Zus (Crawford), Fryof, Dorothea, and other notable acquisitions.

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HOUSE INSISTS ON FREE GARDEN SEED.

Washington.—There are 204 members of the House who do not want to dispense with their right to distribute free garden seed on the eve of a general election. With only 107 favoring the House declined to yield to the Senate on the Agricultural Appropriation bill, which is in conference after the House conferees had reported back that they were unable to reach an agreement on the Senate amendment.

Congressman Blanton, Democrat, Texas, moved to concur in the Senate amendment, which would strike out an appropriation of \$239,416 for the purchase and distribution of valuable seeds. He declared that when almost for the first time in memory the Senate desired to reduce rather than add to an appropriation, the House should not hold out against it. The Blanton motion was lost on a rollcall.

The Park Hill Flower Shop of Manchester, Mass., has been awarded the contract for supplying the city with potted plants. Many thousand geraniums are used in the cemeteries.

PHILADELPHIA.

Robert Craig is among us again after an absence of four months in the tropics. He arrived on the 25th ult. at New York and stayed there a few days to attend the last rites to Patrick O'Mara. He also brought us the sad news that Maurice Fuld had passed away on the 27th in that city. Mr. Fuld was well known in Philadelphia, having been connected with the Mitchell Co. for a number of years.

NEW ENGLAND

Mr. J. E. O'Donnell, formerly salesman for Thos. Roland, is now with the Dolansky-McDonald Co., in Winthrop Square, Boston.

W. D. Howard of Milford sent 32,000 carnations into the Boston Market for the Memorial Day trade. This was a record breaking shipment.

Yasse Bros. florists at 31 Washington street, Haverhill, suffered considerable damage by water in a recent fire.

Joseph N. Lipman is opening a new flower store at Manchester, Mass. It will be called the Manchester Flower Shop.

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RAMBLING OBSERVATIONS OF A ROVING GARDENER

It has been quite surprising to note the large number of exceedingly commendatory articles which have appeared in various publications about the Rose Annual for 1920. I do not mean to show any surprise on the ground that the book is not worthy of so much notice, but because as a matter of fact it is an uncommon thing for so many publications to give so much space to any book of this nature. When the Country Gentleman, for example, will publish a couple of columns about the Annual, it must indeed be considered as something quite out of the ordinary. Altogether the American Rose Society has come to be the leading organization of growers and enthusiasts in the country, and has set a lively pace for the Iris Society, the Peony Society, the Dahlia Society, the Gladiolus Society and the newly

formed Orchid Society. The members' handbook has just gone out from headquarters and includes a list of the members as well as other important matter. It is interesting to note that the membership list shows that in a geographic relation the society is represented in 45 states and 15 foreign countries. The handbook also announces a committee of consulting and advising rosarians to members of which inquiries may be addressed from time to time by members of the society.

I have been interested to read a note in the Gardener's Chronicle of London about a new plant which was sent to Kew Gardens from this continent. It seems that this plant was also sent to the Arnold Arboretum some years ago and has bloomed well this season. The

originator of the new plant, which has been called *Rhododendron Fraseri*, is Mr. G. Fraser, a nurseryman of Weluchet, Can. Mr. Fraser describes it as a hybrid between *Rhodora canadensis* and *Azalea mollis*. The plant seems to have made a good impression at Kew. Unless I am mistaken it is the first hybrid with the little early flowering *Rhodora* that has yet been reported. It seems as though the hybrid might have some value as a forcing plant, judging from its parentage. The description as obtained from across the water is as follows:

The plant has rather wiry, twiggy growth, smooth bark, and is deciduous. The new leaves, which come with the flowers, are about an inch long, ovate short petioled, hairy on both sides, and borne on shoots about three inches long. The flowers develop in terminal umbels, three to six in each, and have hairy green pedicels an inch long; calyx minute; petals in two series, three above, two below, united at the base, forming a tube $\frac{1}{4}$ inch long, the limb about two inches across, bright, rosy mauve; stamens ten, short; style



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as long as the corolla, curved. There are many rhododendrons of the same stamp among the evergreen Chinese species, but the Japanese *R. rhombicum* is most like it in the shape and color of its flowers and in its deciduous habit; the leaves are, however, quite different. I can imagine *R. Fraseri* becoming a favorite garden shrub on account of its hardiness and earliness of flowering.

A suggestion which I find in one of the foreign papers may be of value right now, when the irises are coming into bloom. As everybody knows, June is often the month of heavy rains, which not infrequently cause the flowers, especially those of the early flowering kinds, like *Iris pumila*, to be badly bespattered with mud. It is pointed out that a very light dressing of cocoanut fibre or similar material placed on the ground between the varieties of irises would prevent this soiling of the delicate blooms. It seems to me that a material now commonly sold as an absorbent for use in poultry houses could be used advantageously in this way, and it would not be injurious if left on the ground, being considered in fact to have a certain amount of fertilizing value. It should be remembered that the proper time to transplant irises is immediately at the close of the flowering season, and at that time it will be helpful to mix a little sulphate of lime with the soil when setting out irises of the type which we used to call German, and which, as I understand, we are supposed to call *Fleur-de-lis*, that name being preferred to *Liberty Iris*, which some of the growers have hoped to introduce. No lime should be used for iris of the moisture loving type.

The many friends and acquaintances of Joseph Koppleman, the prominent Providence, R. I., florist are complimenting him upon his handsome new quarters on Custom House street. The new store is in Mr. Koppleman's own building, and is a credit to him and to the trade.



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BEGONIAS FROM NOVEMBER TO MARCH

Cuttings of *B. Gloire de Lorraine* and its variety *amabilis* are available by the month of April. Only those proceeding from the root-stalks should be used. The cuttings may be inserted in thumb pots, but I have found greater success in the use of ordinary cutting boxes, about 6 inches in depth. These should be well drained and half filled with fine sand and sifted leaf-mould in equal quantities, with a layer of silver sand on the top. Insert the cuttings firmly, give the soil a good watering and cover the box with a sheet of glass; afford shade from bright sunshine. This method has been found to produce excellent results, and a fine root system which is little damaged if intelligently handled when placing the young plants in 3-inch pots at the first potting, says a writer in the *Gardener's Chronicle*.

The compost for the first potting may be composed of one part loam, two parts "flaky" leaf-mould and sand.

I am convinced that the period between this and subsequent pottings is the critical stage in the cultivation of these Begonias.

Before experience taught me other methods I followed the general practice of providing an elevated stage for the young plants in the stove, watering, shading, and spraying in the usual way. The results were far from satisfactory. The young plants did not grow freely, and consequently were easy victims to rust and thrip. To those who have sufficient room in a propagating case I would recommend placing the young plants therein for a time, giving them care in watering. Failing these facilities here, a box 15 inches deep and of a length suitable to requirements was made. Herein the young plants are bedded to the depths of the pots in Sphagnum-moss. Sheets of glass are laid over the box, which is made so as to incline the glass a little, and this allows moisture to drain off easily at the sides and prevent "drip," which is so harmful to

the foliage of Begonias. In these conditions the plants grow strongly and make branched specimens by the time larger pots become necessary.

Anticipating this repotting by a day or two the glass should be removed from the box to allow the occupants to become accustomed to the less congenial atmosphere of the stove. For this potting 6-inch pots are used with special attention to the drainage. The potting soil we use is not a complex "mixture," and consists simply of loam, two parts—the best procurable—the soil sifted out and the fibre retained; leaf-soil or mould of Oak or Beech from the previous years' "fall," in a flaky condition, and clean sharp sand. This compost, while retaining moisture, never becomes sodden like other mixtures I have used. Potting is best done loosely; just sufficient pressure is needed to ensure that no spaces exist between the ball of the plant and the sides of the pot. The parts of the stove exposed to the strongest rays of the sun will have been lightly shaded by



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this period. Hence, if the atmosphere of the house is kept warm and fully charged with moisture, the newly-potted Begonias will soon make good growth.

Watering must never be done carelessly, and special attention is required at this stage. While it is necessary to keep the whole ball of soil moist, it must never become wet. It were better to let the plants depend mainly, for a time on the moisture of the atmosphere. In due season an increase in the amount of water afforded, in proportion as growth advances, will become necessary.

Six-inch pots are the largest used for these Begonias, and grand specimens for use in the house or for conservatory decoration can be grown in receptacles of this size.

Begonia Gloire de Lorraine commences flowering in November and continues until the end of December. This is followed by the winter flowering B. John Heal, which is at its best by Christmas and is passing fair even at the end of January. By this time, B. Gloire de Lorraine var. amabilis is in grand form and retains its loveliness until Gloire de Sceaux completes a sequence of much beauty and great usefulness.

Of the winter flowering Begonias, B. John Heal is the variety mostly grown here. The large, single flowers, of a brilliant rose-carmine color, are profusely borne on large or small plants. So accommodating is this variety that a good stock is easily raised. In propagation and cultivation the conditions as previously stated for Begonia Gloire de Lorraine are adopted and the results encourage me to continue them. Propagation may also be effected from auxillary shoots which are freely produced if the plants have been properly rested after flowering. Drying off is bad practice. Plants that have been properly cared for during the resting period commence growth freely and give abundance of early cuttings. After two or three years' growth tubers are formed, which may be treated very much in the same manner as those of the summer-flowering Begonias.

Among other prominent exhibitors were: Frank Kohler, Miss McIlvaine, Movilla Gardens, Arthur H. Scott, Wyomissing Nurseries, Twin Larches, Mrs. W. R. Wright, Miss S. Glenn, Miss H. P. Wright, Mrs. H. F. Harris, Miss Mary C. Bell, Mrs. H. G. Lloyd, Mrs. Jno. B. Myers, Mrs. Florence E. Beck, Dr. Van Horn, Mrs. Halloman O'Connor, John Lewis Childs, Mrs. John Love, Miss Harvy, Mrs. Ernest Hemming.

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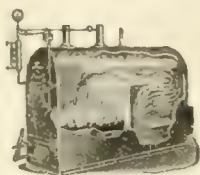
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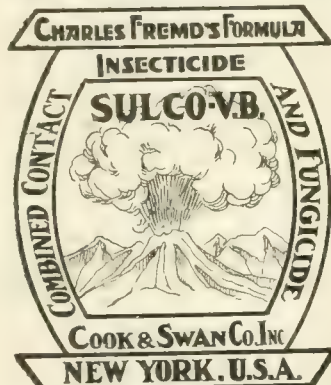
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NEWS NOTES.

J. I. Foxcroft, formerly of Manchester, Ct., has accepted the position as gardener to Mrs. Carl Stoeckel, Whitehouse Gardens, Norfolk, Ct.

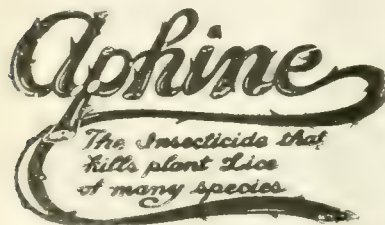
It is understood that Hugh C. Schmitt is to erect a range of greenhouses containing about 20,000 square feet of glass near Evansville, Ind.

The Butler Greenhouses at Burlington, Wash., have been purchased by C. I. Breithaupt who already owns the Sedro-Wooley Greenhouses. This gives Mr. Breithaupt one of the largest establishments in the state.

The incorporation is reported of the New England Rose Conservatories, Boston. The capital is \$50,000; 500 shares \$100 each. Directors: Ella V. Walsh, pres.; Wm. A. McAlpine, No. Scituate, treas., and Geo. F. McAlpine.

Lionel D. Waller of the L. D. Waller Seed Co., Guadalupe, California, accompanied by Mrs. Waller, is at present making an extended tour of the East. Mr. Waller had his early training across the Atlantic and with other seed growers on this side before he started in on his own account some fifteen years ago. Since then he has made a good reputation and his firm is now recognized as one of the largest and most reliable growers of flower seed specialties on the Pacific Coast. They grow quite a large line of the leading flower seeds and make a specialty of Sweet Peas among the floral favorites.

It is expected that the Republican National Convention in Chicago next week will bring about a large demand for flowers, and Chicago florists are expecting to profit as a result. Already many orders have been given for the decoration of private houses which will be used as headquarters during the convention. Another result is the wide use of plants and porch boxes throughout the city.



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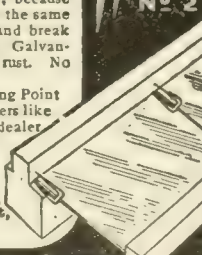
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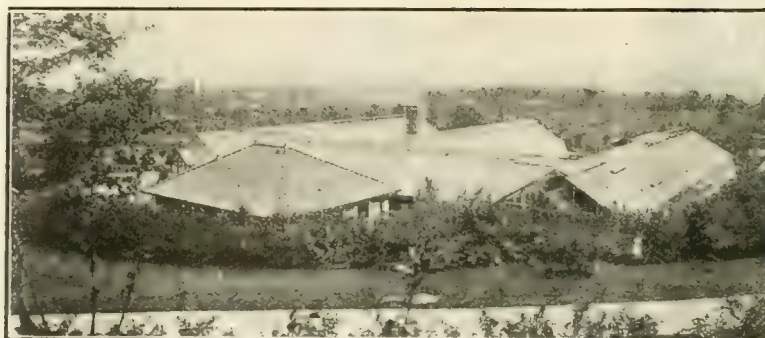
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Walter Robinson is the live wire head gardener of the flower range

SCHWAB'S Flower Range

Way up among the iron and coal filled mountains of Pennsylvania, Mr. Charles Schwab has his wonderful estate, at Loretta. An estate costing no one knows how many millions.

He has a garden at the foot of his residence terraces, that is acknowledged to be one of the finest in the country. Aside from the charm of its layout, it contains many rare and unusual things, such as delight lovers of horticulture.

Accompanying this garden, is a special range of ornamental greenhouses, devoted solely to flowers. Grouped inside the walled in vegetable garden, is another separate practical purpose range larger yet, devoted mainly to vegetables.

The layout of the flower range is an admirable

arrangement of three parallel houses, with a head house joined to the service building.

Between the houses are rows of frames.

Underneath them, is a wonderful storage space for bay trees, bulbs, soil, and the numerous things so important on a place of such size.

The houses are our semi-curvilinear construction, which, with the extra curve of the eave, and the 24 inch wide glass, gives a highly pleasing effect. In their designing and execution, we were privileged to work with Charles Leavitt, the notable Landscape Architect of New York.

If there are any particular points you would like to know about the houses, do not hesitate to write us.

Hitchings and Company

General Offices and Factory: Elizabeth, N. J.

NEW YORK
1170 Broadway

BOSTON
294 Washington Street

HORTICULTURE

Vol. XXXI

JUNE 12, 1920

No. 24

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



Rambler Sprays

Pink, White and Red, long, medium and short. The first cuts from our Washington store, then Baltimore, Philadelphia and New York, giving us an unusually long season.

\$5.00 to \$25.00 per 100 Sprays, according to length.

DELPHINIUM

\$6.00, \$8.00, \$10.00, \$12.00 per 100.

PEONIES

\$4.00, \$6.00, \$8.00 per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.
Send for Price List

BUSINESS HOURS: 7 A. M., to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK PHILADELPHIA BALTIMORE
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

FERNS

THE VICTORY FERN (Nephrolepis Victoria)

We take pleasure in offering this new and valuable variety of Nephrolepis. It is a beautifully crested form of "Teddy, Jr." with fronds frequently subdivided on the ends, making a most unique, distinct, and desirable variety.

This fern was

AWARDED A BRONZE MEDAL

at the S. A. F. Convention at Detroit in August, 1919. The judges of the award reported as follows: "Special stress is laid on the new fern Victory, with a rapid growth and a branching at end of fronds, making it a shapely plant. It should be a commercial success, and we **RECOMMEND IT MOST HIGHLY.**"

Strong plants, 2½-inch pots.....\$3.00 per dozen, \$20.00 per 100
Extra fine specimens.....10-inch, \$5.00; 12-inch, \$7.50

NEPHROLEPIS:

	Each
Dwarf Boston, 6-inch.....	\$0.75
Elegantissima, elegantissima compacta, 3½-inch.....	.35
Muscosa, 3½ inch.....	.35
Muscosa, 6-inch.....	.75
Elegantissima and elegantissima compacta, 8-inch.....	2.00
Elegantissima and elegantissima compacta, 10-inch.....	4.00

Packing extra.

F. R. PIERSON, Tarrytown. N. Y.

CANNAS

3-inch pot plants ready for immediate shipment.

\$1.00 per doz. \$5.00 per 100 \$40 per 1000

ALPHONSE BOUVIER
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MAROS
PRESIDENT MYERS
RICHARD WALLACE
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FEUERMEER
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JEAN TISSOT
QUEEN CHARLOTTE
RUBIN
UNCLE SAM

WYOMING

KING HUMBERT—\$6.50 per 100

Alyssum, Double Giant; Ageratum; Dusty Miller; Achyranthos, assorted; Lantanas, assorted; Hardy English Ivy, assorted; Heliotrope, Vinca Variegata. All two inch, **\$2.75 per 100, \$25.00 per 1000.**

Hardy English Ivy, three inch, **\$4.00 per 100.**

Send for Catalog Cash With Orders

R. Vincent, Jr., & Sons Co.

WHITE MARSH, MARYLAND

Henry H. Barrows FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY
CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.
The **CONARD & SWEET** CO. WEST GROVE, PENN., U.S.A.
Robert Fink, Penn. Antonio Winters, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

CEDAR ACRES Gladioli and Dahlias

Booklets Free

B. HAMMOND TRACY, INC.,
Wenham, Mass.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

Burpee's Seeds PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES
MAILED ONLY TO THOSE WHO PLANT
FOR PROFIT

GARDENING FOR WOMEN

Twelve Weeks' Course (April 6-June 26)
in FLORICULTURE, VEGETABLE GARDENING, FRUIT GROWING, POULTRY, BEES and allied subjects.

Summer Course—August 2-August 28
Write for Circular

SCHOOL OF HORTICULTURE

Ambler, Pa. (18 miles from Philadelphia)
Elizabeth Leighton Lee, Director

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

With Memorial Day business behind us, publicity work will be devoted largely in the summer months to keeping our slogan, "Say it with Flowers," constantly before the public. It has been the policy of our committee since the inauguration of the Campaign to make our advertising purely national, so that every section of the country would get its share of publicity. No matter how small a community, nowadays it is plentifully sprinkled with magazine readers, and our advertising plans have covered the more prominent magazines, having the largest circulation. While the committee has many times been asked to consider some of the large metropolitan dailies as advertising mediums, it was not felt that any departure from the adopted policy could be made, and practically the whole of the fund available has been spent in the magazines. Magazines, too, are "alive" longer than other mediums, their very large paid circulations, on which the advertising rates are based, being in reality only about one-sixth of the aggregate of readers.

Our Promotion Bureau is daily in receipt of inquiries for the booklet which was distributed at the outset of the Campaign, and which has for two years been out of print, all such inquiries carrying the "keys" of our very first advertisements, thus proving that a large portion of our publicity is exceedingly tenacious of life.

Very many florists have used their local newspapers to link up with the Campaign advertising, and this has been a very wise move on their part. It is realized that this local advertising has become an important part of the Campaign; certainly, never has the florists' trade figured in the columns of local newspapers to such an extent as now. The slogan line electrotypes has been lavishly used, and wherever seen, it forms a link with the magazine publicity. It cannot be used too much, don't let it be used too little.

Some grand publicity is being given to the slogan through the big billboard which is being supplied by our Promotion Bureau for installation of florists' establishments which present opportunities for outdoor publicity. These billboards are 20 feet long and 7½ feet wide, are of iron construction and handsomely painted. The price at

LILY OF THE VALLEY PIPS
DELPHINIUM NEWPORT ROSE
DRACAENA INDIVISA
SALVIA ZURICH
SMILAX SEEDS
GRASS SEED MIXTURES OF
ALL KINDS

Send For Our Catalogue.

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

THE HOUSE OF KELWAY

Has a reputation of 70 years behind it as a guarantee.

For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.

GIGANTEUM & HARDY LILLIES GLADIOLUS CANNAS AND OTHER SPRING BULBS

Write for prices

AMERICAN BULB CO.

175 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS
RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR JULY-AUGUST SHIPMENT

SEEDLING FERNS in FLATS, all varieties.

BAMBOO STAKES

Natural and Green in all sizes—both domestic and Japanese.

Write for prices stating your requirements.

McHUTCHISON & CO. 85 Chambers St.
NEW YORK

which they are furnished, \$50, is but half their actual cost at today's prices of material. One of these signs should be part of every establishment publicly located.

Our committee continues to be urgently in need of more funds. Contracts for our next season's advertising must be placed without delay, and the amount of publicity to be obtained necessarily depends upon the funds to be collected. With the most splendid results which have so far rewarded our efforts it would be nothing less than a calamity to curtail our work. It is not fair to the members of the committee to expect them to incur liabilities to meet which they must place dependence upon collections to be made later. Many hundreds of florists doubtless intend to subscribe something to the Campaign Fund, and why not do it now, thus rendering an assistance which is sorely needed. Keep the wheels moving and advance is easy. More people are using flowers in these days than was ever before the case, and our Campaign has accomplished this condition. This benefit can be doubled if we get the support we deserve, and this should not be a serious problem. Help us to help you—let us hear from you now as to what you will give, and when you will give it.

JOHN YOUNG, Secy.
43 West 18th Street,
New York.

**CLEVELAND CONVENTION,
AUG. 17-18-19**

The Trade Exhibition.

Almost every foot of available space set out on the original plan covering the Trade Exhibition has been reserved, and an exhibition of high order is assured. Every endeavor now is being made to accommodate late comers, and it is hoped that by an extension of the floor area, a few more exhibitors may be accommodated. Never before were reservation so numerous at this early date as to take up all the space set out on the official plan. The list of exhibitors so far is as follows:

Alabama Evergreen Exchange, Cleveland, Ohio.
American Bulb Co., Chicago, Ill.
Atlantic Machine & Mfg. Co., Cleveland, Ohio.
Barnard Co., W. W., Chicago, Ill.
Bayersdorfer & Co., Philadelphia, Pa.
Bergmann-Koropp Co., Chicago, Ill.
Burlington Willow Ware Shops, Burlington, Iowa.
Chicago Ptd. String Co., Chicago, Ill.
Cohen & Hiller, Inc., New York City.
Craig Co., Robt., Norwood, Del. Co., Pa.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed

Send to the BAY STATE NURSERIES
Wholesale and Retail **NORTH ABINGTON, MASS.**

PLEASE YOUR CUSTOMERS
by furnishing them with

**Framingham Evergreens, Trees,
Shrubs and Roses**

FRAMINGHAM NURSERIES **Framingham, Mass.**

We Have on Hand the Largest Stock of

BOXWOOD
All Shapes

1,000 BAY TREES All Sizes

MONTROSE NURSERIES
N. F. McCARTHY CO., Props.
Nurseries: "MONTROSE"
Wakefield Center, Mass.

RHODODENDRONS
Parsons' Hardy American Seedlings

**Office and Salesroom: 112 Arch St.
BOSTON, MASS.**

HARDY PERENNIALS
For Immediate Shipment

300 ANEMONE, 4 lots, 3½-in.	100	200 HEUCHERA Sanguinea, 3½	100
200 ANCHUSA Italica, Dropmore		in. pots	9.00
Var. clumps	10.00	200 LIATRIS Pycnostachus, 3½	
200 ANTHEMIS Kelwayii, 3½ in.		in. pots	9.00
pots	9.00	100 PAPAVER Orientalis, 4-in. pots	12.00
150 ARABIS Alpina, 3½ in. pots...	10.00	100 PAPAVER Nudicaule, 3-in. pots	10.00
250 ACONITUM Napellus, 3½-in.		500 PHLOX Decussata, 3 in. pots	8.00
pots	10.00	150 PHYSOSTEGIA Pink, 3½ in.	
300 HARDY ASTER, 3½ in. pots,		pots	9.00
seven varieties	10.00	150 PHYSOSTEGIA White, 3½ in.	
200 BOLTONIA Asteroides, 3½-in		pots	9.00
pots	8.00	200 RUDBECKIA Newmanii, 4 in	
300 CAMPANULA, Pyramidalis,		pots	10.00
3½-in. pots (Blue and White)	10.00	200 STOKESIA Cyanea, 3½-in.	10.00
300 CAMPANULA Media and		200 VINCA Minor, 3½-in. pots...	12.00
Calycanthemum, 3½ in. pots...	10.00	200 CLEMATIS Paniculata, 6 in	
100 CAMPANULA Lactiflora Coer-		pots	50.00
ulea, 3½-in. pots	10.00	100 HONEYSUCKLE, 6-in. pots...	45.00
100 GALLARDA Grandiflora,		ROSES, Climbing, 5 and 6 in	
3½-in. pots	10.00	pots	50.00

J. W. ADAMS NURSERY CO.
SPRINGFIELD, MASS.

- De La Mare Co., New York City.
Duro Paper Products Co., Chicago, Ill.
Elverson Pottery Co., W. H., New Brighton, Pa.
Evans Co., John A., Richmond, Ind.
Excello Mfg. Co., Cleveland, Ohio.
Farquhar R. & J., Boston, Mass.
Faust, Henry L., Merion, Pa.
Fertile Chemical Co., Cleveland, Ohio.
Ford Co., C. S., Philadelphia, Pa.
Garland Co., Cleveland, Ohio.
Gnatt Co., Ove, La Porte, Ind.
Hanfling & Son, New York City.
- Hart, George B., Rochester, N. Y.
Heacock Co., Joseph, Wyncote, Pa.
Henshaw, A. M., New York City.
Hitchings & Co., Elizabeth, N. J.
Hulson Grate Co., Keokuk, Iowa.
Huntington Co., R. E., Mentor, O.
Ionia Pottery Co., Ionia, Mich.
Irwin, Roman J., New York City.
Jackson & Perkins Co., Newark, N. Y.
Johnson-Randall Co., Chicago, Ill.
Kansas City Cut Flower Co., Kansas City, Mo.
Kasting Co., Wm. F., Buffalo, N. Y.

HYDRANGEAS

ASSORTMENT OF BEST FRENCH SORTS AND OTAKSA

Nice 3½ inch plants for growing on, \$16 per 100, \$150 per 1000

Strong 2¼ inch plants, \$8 per 100, \$75 per 1000

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

Kroeschell Bros. Co., Chicago, Ill.
Liggit, C. U., Philadelphia, Pa.
Lord & Burnham Co., Chicago, Ill.
McCallum Co., The, Pittsburgh, Pa.
Manda, Inc., W. A., So. Orange, N. J.
Michell Co., H. F., Philadelphia, Pa.
Moninger Co., John C., Chicago, Ill.
Morehead Mfg. Co., Detroit, Mich.
Nebel Mfg. Co., Cleveland, Ohio.
Neidinger Co., Jos. G., Philadelphia, Pa.

Pennock Co., S. S., Philadelphia, Pa.
Peters & Reed Co., So. Zanesville, Ohio.

Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Poehlmann Bros. Co., Chicago, Ill.
Proto-Feed & Guano Co., Chicago, Ill.
Pult, C. J., Detroit, Mich.
Quality Brands Co., Cleveland, Ohio.
Randall Co., A. L., Chicago, Ill.
Raedlin Basket Co., Chicago, Ill.
Rice Co., M., Philadelphia, Pa.
Roehrs Co., Julius, Rutherford, N. J.
Schloss Bros. Ribbons, Inc., New York City.

Skinner Irrigation Co., Troy, Ohio.
Southfield Flower & Foliage Co., New York City.

Spokane Concrete Flower Pot Machine Co., Spokane, Wash.
Stern Co., Jos. M., Cleveland, Ohio.
Vaughan's Seed Store, Chicago, Ill.
Wayside Gardens Co., Mentor, Ohio.
Wing Seed Co., Mechanicsburg, Ohio.

JOHN YOUNG, Secy.

43 West 18th Street,
New York.

BOSTON.

Mr. B. F. Letson, of Carbone's, spoke at the convention of the Associated Advertising Clubs, on Flower Arrangement at a recent meeting of the Worcester Garden Club at the summer home of Mrs. Matthew J. Whittall in Shrewsbury.

Mr. Henry Penn is absent from Boston this week, and is enjoying himself in Indianapolis, Ind., with the Pilgrim Publicity Association.

FAREWELL DINNER IS GIVEN FOR E. H. WILSON.

E. H. Wilson, assistant director of the Arnold Arboretum, was given a farewell dinner at the Parker House by the Boston Horticultural Club. Mr. Wilson is about to start on a year's trip for botanical research in the interests of the Arboretum, most of the time to be passed in New Zealand and Australia. He will sail via England and the Cape of Good Hope and pass some time on his way out studying the flora of South Africa, and on his return trip will visit India.

President John K. M. L. Farquhar of the club, who presided at the dinner, said it is unfortunate that Mr. Wilson will be prevented by a Federal quarantine from bringing back new plants. He said horticulturists consider the quarantine "unnecessary and excessive."

Members of the club last week visited Arnold Arboretum and inspected the lilac display.

NEWS NOTES.

The Horticultural Society of Niagara Falls has elected W. L. Wilkinson president.

The Pennsylvania Horticultural Society is to give the entire proceeds from its Main Line Flower Show to the Bryn Mawr Hospital.

Mr. H. Heistad, Florist, of Rockland, Maine, has furnished the flowers, including cannas, geraniums and gladioli for decorating the Court House and County Jail premises.

THE MARKET.

The market has been well supplied during the past week and has been governed mostly by local fluctuations. In Boston, for example, the knowledge that two of the suburban towns were to have special flower days on Saturday helped to tighten up carnation sales towards the end of the week, and possibly induced some growers and salesmen to hold back a little on their stock. As a rule, the Boston market held its own pretty well, principally on account of cloudy and cool weather which prevented any rush of stock.

Roses sold from 3 to 12c. last week, white roses being particularly in demand and bringing good prices because of numerous June weddings, in fact weddings have a marked effect upon the markets throughout the country. In New York the supply was somewhat cut down, especially on roses and carnations owing to weather conditions, and caused some advance in price. Peonies have been the dominant feature in the New York market, and in fact have been plentiful enough in most of the markets.

In Pittsburgh, roses have commanded an average of 8c. and this would probably have been a fair price in most of the other cities. Carnations average 2 to 3c. and sweet peas are bringing from 75c. up according to quality, some being very poor while others are fairly good. Snapdragons are selling in Boston as low as 50c. while they are quoted somewhat higher in other cities. Marguerites sell for 1 and 2c. Tulips are about finished, a few being offered at 6c. In Boston, peonies are 8 and 12c. which is about as high as any market shows. Callas are quoted at \$10. per 100 in Pittsburgh and lilies at the same price. That seems to be about a minimum price in most markets.

HORTICULTURE

Vol XXXI

JUNE 12, 1920

No. 24

THE TALK OF THE TRADE

Several times this past winter, Mr. Sim has shown three variegated carnation seedlings of his own; namely, Kiltie, Gay Gordon and Fairy, and there is little question about either one of them so far as attractive varieties as cut flowers, but never has he shown his favorite, Kiltie, in such good shape as he had it at the farewell dinner to Mr. E. H. Wilson, given by the Horticultural Club of Boston at the Parker House the first Wednesday in June.

If I remember correctly, Kiltie has for one of its parents Benora, and the habit of Benora to finish up well when the warm spring suns come along is repeated again in Kiltie. This carnation as shown last week was certainly at its best; form and size were very good, and the coloring was improved over anything we have ever seen. It is a mighty striking variety and I hope that it will turn out fully equal to Mr. Sim's expectations. If it travels the way it has during this season, it is destined to become one of our good commercial varieties.

I believe that adiantum can be grown as a crop of cut sprays for the market at a profit. Neither Boston nor New York are over-supplied; I don't know how Philadelphia is taken care of, but Boston particularly is very short of cut fronds of adiantum. It is not a hard crop to handle; any of the varieties such as cuneatum, hybridum or Croweanum will find a steady call, and while I think that Croweanum and hybridum in the order named are more valuable than cuneatum, any of these sorts are of good value.

One grower told me a short time ago that there was another variety of adiantum that was better than any of these already named, and that is one called California. I think it would pay some grower who has glass adapted to investigate this crop, as I believe he would have a very ready market, and it is a crop that shows less expense for handling than the average cut flower crop.

I was much interested to hear of the organizing of a business in France to grow roses for cut flower purposes

under glass after the same manner as is followed in America. I understand that there is at the present time under construction in Southern France the largest greenhouse in the world for the forcing of roses for cut flowers, the crop to be marketed in all parts of the continent. The heating arrangements is different than what is employed generally. The house will be heated by natural water and the idea of following American cultural methods is to be as closely adhered to as natural conditions will permit in that section of Europe.

The financing of this enterprise is to be 60 per cent French capital and 40 per cent American; it is a law of the French Government that not more than 40 per cent can be foreign capital. American growers will follow with great interest the result of this venture.

The Massachusetts Horticultural

Society has already laid their plans for a general spring exhibition April 5-9, 1921, and at that time as a special feature we are to have a rose show. One thousand dollars has been set aside for competition in rose gardens and Boston will again welcome a fine, big, rose show, and I feel safe in saying that it will be one of the big exhibitions of the coming year. I have no doubt that the American Rose Society will co-operate, and with the plans already laid we are justified in looking for something good in this line next spring.

The season for peonies will be quite as late as is that for the iris, according to all reports, and it may be difficult to have the flowers in proper shape at the regular time set for holding peony shows. In a note from Mr. E. J. Shaylor, the well known hybridizer and peony expert, of Auburndale, Mr. Shaylor says:

"I expect to show some seedlings at the Peony Show at Massachusetts Horticultural Hall, if the show comes when



Peony Gigantea Rose Pink

they are at their best. The season is very late, and as it looks now it will be about June 18th to 20th.

Peonies altogether have been quite a disappointment to florists this season because of their tardy maturity. Usually they can be considered an important Memorial Day flower, but of course this year they were not to be obtained. The business of shipping peonies has made considerable progress in the past few years, especially so far as southern growers are concerned. It is a serious question, though, whether there is much profit in growing peonies for cut flowers in the north. They may serve well as a side line, and of course the nurserymen who grow plants to sell make a good thing from them, but as a cut flower proposition they are hardly worth counting upon.

Members of the trade in New York have been glad to welcome back Mr. James McHutchison, of McHutchison & Co., after an illness of several weeks. Although not yet able to take up his duties at the office, Mr. McHutchison is on the rapid road to complete recovery and expects to be on deck again in the very near future. This will be pleasant news to his many friends who have missed him from his customary place.

As will be seen from the report of Secretary John Young of the S. A. F., the trade is already getting in line for unusually large exhibits at the Cleveland show. I learn that New England manufacturers as well as those from the West are preparing to be on hand

with a good force. At the office of the John C. Meyer Thread Co., in Lowell, I was told that the Meyer salesmen will be on hand at the convention and will have a full and complete line of threads. This phase of the business is one which is not so conspicuous as some others, and yet it is a very important one, and no doubt the Meyer salesmen will meet many old friends and customers.

The plan of selling flowers in street markets is extending apparently. Harrisburg, Pa. is the latest city to make a move in this direction.

The Chestnut St. Market Co. recently announced just before Memorial Day that the market house would be open for the free use of stalls for persons having flowers to sell. This resulted in a rush of buyers and vendors, but the flowers offered were not of choice quality and far from cheap. Peonies were principally buds and brought 5 and 10c. each. Daisies sold at 5c. a bunch and Mountain Laurel at 25c. a bunch. Yellow lilies, blue flags, lily of the valley, mock orange and snapdragon were among some of the other flowers offered. Many of the farmers who came to market had flowers to sell. In ordinary seasons this kind of business might affect the florists, but apparently they did not suffer much this year.

GENERAL NEWS NOTES.

The Clinton Floral Co., of Clinton, Mass., is separating its flower business from its other interests, and will have a shop on the first floor of the Cofman Building. Mr. E. P. Howe will remain manager.

Plant thieves have been in evidence in Connecticut this year and in some cases have made sad inroads on gardens.

Frank Blanchard of South Manchester, Ct., has entered the employ of the Brainerd Seed & Nursery Co., at Enfield.

Fred W. Smythe, of the firm of Wadley & Smythe, 5th Ave., New York City sued Samuel Untermyer for \$11,000, alleging that Mr. Untermyer agreed to purchase rhododendrons and then declined to accept them.

Mr. John Cross, the well known Fall River, Mass., florist, recently lost his father, Mr. Ralph Cross, who passed away at his home in his 66th year.

Mr. G. H. McIntyre, who has conducted a greenhouse at Easthampton, Mass., for several years, has sold his business to Charles A. Anderson, who came from Proctor, Vt., to Springfield some time ago to enter the employ of Aitken, the florist.

Worth While Primulas

Malacoides Rohrerl. The best strain of Malacoides on the market. Years of patience have developed it to perfection. The beautiful shades of Rose Pink, Light Lavender and Snow White make it one of the most desirable and profitable plants to grow, not only as single plants, but for combination work it cannot be excelled. 100 1000

Pink and Lavender Mixed, 2 1/2 in. \$7.00 \$60.00

Pure White, 2 1/2 in. 7.00 60.00

Malacoides Townsendi, 2 1/2 in. 8.00 70.00

Obconica, Rosea, Gigantea,

Grandiflora, Apple Blossom

and Kermesina, 2 in. 7.00 60.00

2 1/4 in. 8.00 70.00

C. U. LIGGIT

Wholesale Plantman

Bulletin Building PHILADELPHIA

WANTED To Buy ORCHIDS

Choice Specimen Plants

or Rare Varieties OF ANY DESCRIPTION

A. C. BURRAGE

Douglas Eccleston, Supt.

Beverly Farms Mass.

MICHELL'S FLOWER SEED

CINERARIA

	1/4 Tr.	Tr.
	Pkt.	Pkt.
Grandiflora Prize, Dwarf.....	\$0.60	\$1.00
Grandiflora Med. Tall.....	.60	1.00

DAISY, DOUBLE ENGLISH

	Tr. Pkt.	Oz.
Monstrosa Pink, 1/4 oz.	\$2.00	\$0.50
Monstrosa White, 1/4 oz.	2.00	.50
Monstrosa Mixed, 1/4 oz.	1.75	.50
Longfellow Pink40	\$2.00
Snowball White40	2.00
Mixed30	1.50

MYOSOTIS

Alpestris Victoria25	1.25
Eliza Fanrobert25	1.25

PANSY SEED

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt. 30c; 50c per tr. pkt.; 1/4 oz., \$1.25; \$7.00 per oz.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; \$2.50 per oz.

Giant Sorts in Separate Colors

PRIMULA CHINENSIS

Alba Magnifica	\$0.60	\$1.00
Chiswick Red60	1.00
Duchess60	1.00
Holbron Blue60	1.00
Kermesina Splendens60	1.00
Rosy Morn60	1.00
Prize Mixture60	1.00

PRIMULA OBCONICA GIGANTEA

Lilacina. Lilac.....	\$0.50
Kermesina. Crimson.....	.50
Rosea. Pink.....	.50
Alba. White.....	.50
Hybrida Mixed50

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

MICHELL'S SEED HOUSE

518 Market Street Philadelphia, Pa.

Pachysandra terminalis

2 year old plants,

\$12.00 per 100, \$100.00 per 1000

Euonymus radicans

3 year old plants

\$12.00 per 100, \$100.00 per 1000

JAMES WHEELER

NATICK, MASS.

When writing to advertisers kindly mention HORTICULTURE

Little Talks on Advertising

A Detroit florist who believes in advertising is Mrs. Helen D. Cohan, who has chosen the pretty name of Rosebud Flower Shop for her business. Mrs. Cohan believes in the practice which has been advocated in this department of advertising Saturday specials, and of specifying the particular plants which she has to sell. In a recent advertisement, for example, she featured a \$1.50 box as a Saturday special, and the same advertisement offered Boston ferns at \$1.00 each for Saturday only. This is good work and bound to bring results.

Any kind of advertising which shows originality helps to bring business, provided it is not strained or overdrawn. Some advertisers in their attempt to be original go so far as to make themselves ridiculous, or at least to defeat their own purpose.

Robert H. Isbell, a prominent advertiser of Washington, D. C., has something to say along this line in the Retail Public Ledger, as follows:

The Use of Good Will.

Next to selling goods the most valuable thing advertising can do is to get the store thought about and talked about. Such stunts as historical and patriotic adjuncts of the merchandise advertising on the birth anniversaries of national heroes, put your store in good company and in touch with the best thought of those seasons. Such ads. stick in the memory. They influence people to come to your store long after the date of publication. When you put Abraham Lincoln's picture or a photo of his cabin into your ad. you are hitching your chariot to a star. It pays to keep step with the moods of the public, to take the line of least resistance.

If the weather is hot let your ads. show sympathy by suggesting coolness. If any great civic movement is afoot let the store news reflect it. Your advertising is as big and as broad as you

care to make it. When it goes outside of the store for worthy material it grows in prestige with the public.

Of late some of our best advertisers are discovering that a dash of humor is not out of place in store advertising. Why should it be? A whimsical motif now and then is relished by the most skeptical readers of advertising.

If a man can afford his little joke in selling goods by word of mouth—use it for the purpose of establishing a sort of bonhomie as he proceeds with the serious business of giving the customer what he wants—why can't he do it as effectively in the newspaper? Eccentric illustrations, supplemented with a grain of levity in the copy, are brightening some mighty good advertising nowadays. Good examples of this relaxing of austerity are to be found in the men's advertising of Wanamaker's, New York. This sort of stuff calls for much discretion, of course, but rightly done it's a safe bet the public likes it.

The advertising man who has the gumption and can spare the time will find his most valuable inspiration on the floor of the store. There he can often pick up at first hand real cash-drawer information about the way the public feels toward his store, toward shopping in general, toward advertising and toward specific kinds of merchandise. The personal contact—the final test of store service—furnishes the sure key to the successful points of contact to maintain in the printed message. Those who have never practiced this every-day, non-brilliant method of getting acquainted with the outer point of view will find much to surprise as well as interest them. It's a great life—this studying the public.

FLORISTS' OUTING.

The Boston Florists' Association will have its second annual picnic Saturday, June 26th, at Wardhurst, Lynnfield, Mass. This is the same resort



BOX-BARBERRY BORDERED GARDEN

**MAKE A LEADER OF
BOX-BARBERRY
IN YOUR 1921 Cat.**

Many of the leading firms already have booked with us for their stock.

Write for terms or see

WALTER CAMPBELL

at the Nurserymen's Convention

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.

NEW HAVEN, CONN.

which was visited by the association last year, on which occasion the members enjoyed themselves hugely. The party will leave Hoffman's store between 1 and 1.30 in the afternoon and as soon as they arrive at Wardhurst dinner will be served. After that, games will be enjoyed, suitable prizes to be awarded the winners.

The Gardeners' and Florists' Club of Boston is holding a field day today (Saturday) at the Arnold Arboretum. Following the club meeting next Tuesday evening, there will be a collation and dance.

"FRANK H. DUNLOP"

We are now catching up with our orders, and now offer for immediate delivery:

	Per 1,000
5000 F. H. Dunlop, 2½ in. own root.....	\$300.00
3000 " " 2½ in. grafted.....	375.00
5000 Columbia, 2½ in. own root.....	150.00
1000 American Beauty, 4 in. own root.....	200.00

CHARLES H. TOTTY COMPANY

MADISON

NEW JERSEY

HORTICULTURE

Established by William J. Stewart in 1904

Vol. XXXI

June 12, 1920

No. 24

PUBLISHED WEEKLY IN
HORTICULTURE PUBLISHING COMPANY

78 Devonshire Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor.

Telephone Fort Hill 3694

ADVERTISING RATES:

Per inch, 30 inches to page..... \$1.25
Discount on Contracts for consecutive insertions, as follows:

One month (4 times), 5 per cent.; three months (13 times), 10 per cent.; six months (26 times), 20 per cent.; one year (52 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

To buy or not to buy? That is the question
The coal which confronts every florist who has to put
outlook in a stock of coal. Opinions differ widely.

In some cities the impression seems to prevail that the quicker growers can get in their coal the better it will be for them, and that price alone will not be the only matter to be considered later, as possibly they will not be able to get coal at all. On the other hand, the point of view is expressed that conditions will ease up.

In Boston, a number of coal dealers who have been consulted by florists have advised them to wait until the middle of July, assuring them that the prospects point towards a more plentiful supply and at least no advance in price up to that time. For that reason a number of the larger growers in New England are accepting this advice and acting accordingly. The dealers tell them that with the fires going out in all the big office buildings and apartment houses more coal will be released for the trade and that shipping conditions are likely to be more favorable. They claim that in any event nothing will be lost by waiting a few weeks longer.

There is a certain feeling of doubt, however, regarding freight rates. There seems to be a disposition in Washington to grant the demands of the carriers of the railroad companies who say that rates must go up in order to keep the companies solvent. If the increase is given it is inevitable that florists will have to pay more for all material which goes over the rails. This is interpreted in some localities to mean a probable raise of about one-third in the rate for transporting coal, and without much doubt the increase would be passed on to the consumer. As Senator Walsh of Massachusetts pointed out in a recent speech to Congress, a very large amount of coal has been and is being shipped across the water to other countries. If this coal can be kept at home where most of us think it ought to be kept, there would be a very much larger supply for home consumption. Florists

have a vital interest in this question and any action they can take which will keep American coal for American users will be for the benefit of all concerned. There seems to be a pretty good reason to believe, however, that there will be coal enough to meet the needs of the commercial growers for the winter.

After all, it is largely a matter of transportation and that fact is being given very close attention. Probably many of the private greenhouses will be hard hit as there is a tendency all along the line for owners to figure on closing up their greenhouses in part. This of course is unfortunate, but it seems to be inevitable under present conditions.

Wherever one goes he finds the spirit of
Optimism optimism among the trade. This is a matter of comment and has been spoken of frequently. In spite of all the hard knocks which they have had the past two or three years, the florists of the country find that they are entering upon an era of prosperity and that they have little to fear in the immediate future. To be sure they are embarrassed by difficulties of many kinds, including those associated with fuel, help and high rents; still there seems to be a growing disposition on the part of the public to consider flowers in the home a necessity, and the whole situation in the florists' trade is far in advance of that which existed before the war.

With these facts in mind, all florists who are at all progressive and are alert to take advantage of opportunities as they present themselves see a bigger future than was ever dreamed of in the olden days. The help problem, bad as it is, is by no means of a nature to cripple the business. There are plenty of men who can be obtained. To be sure, many of them are not experienced but if the grower is willing to take some of his own time in order to teach these men the business, he can often develop very creditable helpers. Perhaps there never was a time when the employer had to be on the ground so continuously or had to do so much of the work himself, but that is one of the things which has to be reckoned with on such occasions. Everything considered, florists throughout the country have reason to feel happy over the outlook.

Probably there never has been a time when
The Arnold so many people have visited the Arnold
Arboretum Arboretum in Jamaica Plain as the present season. This is encouraging as it shows a greater appreciation of this wonderful institution and a disposition to use it to a greater extent. It is pleasant to find nurserymen showing special interest in the Arboretum because it offers to them remarkable opportunities for increasing their own knowledge of new plants and incidentally extending their own business. We find gradually creeping into commerce many of the plants which have been neglected altogether too long. It is to be hoped that there will be a still greater development along this line, for there are unlimited chances for enterprising nurserymen to develop new garden subjects which will in the end become of the greatest value for American gardens. The very fact that the public is visiting and using the Arboretum to such an extent is proof in itself that it is feeling an interest in the newer things and will be ready to purchase them when they are offered by the nurserymen.

RENOVATING OLD POTTING SOIL.

To the Editor:—

How can a small florist, with a limited amount of land, renew his potting soil from year to year? Some soil is purchased each year, but he wants to renew old spent soil by spreading on a lot and growing some legume crop. How should he do this to best advantage?

Answer.—How can a small florist renew his potting soil—or rather the life of the soil, so that it can be used a second, and possibly a third and fourth time without the expense of purchasing new soil, is quite a question. We have never given this matter serious thought, as we have plenty of soil to allow all old, partially exhausted soil plenty of time to recuperate, by simply placing it where it will be used for a few years to produce general farm crops. It has often appeared to me that probably as good crops could be grown several seasons in succession where the soil has not been renewed as where it is renewed for every crop. Last Spring I was in a Rose house that had one of the finest crops of Roses coming on for Easter that I have ever seen. The plants were in the same soil for 14 years. This grower has probably taken more prizes at flower shows in the last ten years than any other grower in the Philadelphia district.

All commercial Roses at present are allowed to remain in the same soil, without any renewal, either of soil or stock, for from four to seven years, and we never hear of soil exhaustion. I have read of wonderful crops of Carnations being grown in the same soil for five or six years in succession. We grow Carnations—a little better than some that I have seen, though not nearly as good as a lot of others that I have looked over. We have experimented with soil that was in the houses a number of years, and new soil taken in the house especially for the crop, with the result that experts, later in the season could not determine which was the old or the new. It is generally conceded that there is less danger of loss to the crop when the soil is renewed.

We have been growing Sweet Peas in the same soil for five or six years, and do not see any necessity for renewing it for some time to come. If proper care is taken to have the fertilizers complete and plenty of humus is added, with sufficient lime to correct acidity, there should be no trouble in using the same soil several years in succession, even on a bench. If fertilizer that is not complete is used continuously, trouble will be encountered eventually. Some florists use nothing but tankage, while others use nothing but bone meal. This practice will soon

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

“Seeds with a Lineage” All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus,
Cosmos, Candytuft, Snapdragon, Lobelia,
Phlox, Scabiosa, Gypsophila.

BULBS—Gladoli, Cannas, Tuberoses, Caladiums, Dahlias,
Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case,
\$50.00.

If you have not received our Florist List, a post card
will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.

SEEDS AND BULBS

Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

create a great deficiency of potash. Soil that is apparently worn out could be greatly benefited by spreading about the depth of an ordinary plow furrow, and if in the Spring get a good heavy crop of Canada field peas and oats started as early as possible. Plow this crop under the end of May and seed to Soy beans. The end of August plow the beans, apply a ton of lime to the acre, or more if the soil is rather acid, and seed to rye and Hairy or Winter vetch. Your plot will likely be small and the expense of seed will not be very much even if you were to use double the quantity the farmer would use on the same area. Try to get a good stand each time you sow a crop, especially the vetch and rye. The soil should be in good shape to use the following season, unless it is very badly exhausted, in which case give it the same treatment the following season.

Where so much humus is incorpor-

ated in the soil quite a lot of lime will be needed to overcome the acidity this decaying vegetable matter will develop. A mixture of raw bone and potash would be beneficial before the soil is used, though not in very large quantities. Better apply such concentrated fertilizer soon as the plants start growth, and stir the soil slightly before watering.—*Elmer J. Weaver in Rural New Yorker.*

Mr. Harry Katz, of Greenwich, Ct., has purchased the Mead flower business at 277 Greenwich Ave. The purchasing price is said to have been in the neighborhood of \$25,000. Mr. Katz has engaged Wesley Thomas to conduct the flower shop, and particular attention will be given outside landscape work and general gardening, with Frederick Detmar of Portchester in charge.

Penn. Florist

"The Telegraph Florist"
Member of Florists' Telegraph Delivery
124 TREMONT ST.
BOSTON

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery
Association

WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.
Member Florists' Telegraph Delivery

Providence, Rhode Island
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street
Member Florists' Telegraph Delivery

Quality and Reliability
WARBURTON

FALL RIVER, MASS.

Deliveries of Flowers and Plants
in FALL RIVER and contiguous
territory.

The Beacon Florist
7 Beacon Street, BOSTON
Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Penn'a.
Prompt, Efficient Service Guaranteed.

Symphony Flower Shop

240 HUNTINGTON AVENUE
Opposite Christian Science Church
BOSTON, MASS.

MAURICE M. SAUNDERS
Manager for Wax Bros. 14 years
Telephones - - Back Bay 8241-58238

**Flowers Under
Glass**

This is a very good time to start working up flowering and ornamental leaved begonias. Good cuttings are made from the new side growth, including that which comes directly from the base of the plants. Flowering begonias root with perfect ease now, and can be handled to best advantage in a shaded house having ventilators which can be adjusted so as to prevent strong air currents. A thin mixture of naphtha and white lead will serve well for shading the house. Keep the floors and the benches cool by wetting them down frequently when the weather is warm. When the cuttings have become rooted they should be potted up into 2½ or 3-inch pots, using loam, leaf mold and sand. Later shifts will require a soil composed of three parts tufty loam and one part well decayed cow manure, with a little sand and possibly some leaf mold.

It is now time to plant stevias in the field. Remember that these plants do not need very rich ground. They will do much better in poor soil, for then they will grow into good bushy plants, while too much fertility will give them a rampant, superfluous growth. Allow two feet between the plants and keep them pinched until the last of August when they can be lifted and potted or put into benches.

If you have poinsettias that were started early they should be ready now for propagating. Don't leave cuttings in the sand too long, although this is a common mistake. Use a knife to make the cuttings instead of breaking the wood with the hand, and allow one or two eyes of soft wood to remain on the plants so that you will have more cuttings in another month. Poinsettias are best potted up in stiff loam mixed with about one-third well rotted cow manure. The potting should be done as soon as the roots are formed. And if you keep them covered with glass and without too much ventilation they will grow rapidly. Some florists find themselves lacking suitable bench space for the purpose, in which event they can grow the plants in a cold frame, setting them on a bed of coal ashes.

ALLSTON & BRIGHTON MASS.
ROGERS FLOWER SHOP Member
F. T. D.

1231 Commonwealth Ave., Allston, Mass.

CAMBRIDGE, MASS.

581 MT. AUBURN STREET
HAROLD A. RYAN, Inc. Member
F. T. D.

BROCKTON, MASS.

Belmont Flower Shop Member
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LAWRENCE - - MASS.

A. H. WAGLAND

We Cover

LAWRENCE, METHUEN, ANDOVER,
NORTH ANDOVER, SALEM, N. H.
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Member of F. T. D.

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FLOWERS The Best at
The Lowest

The Largest Popular Price House in
Philadelphia

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Send orders to
136 So. 52nd Street, Philadelphia.
Other Stores
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PHILADELPHIA

Member Florists' Telegraph Delivery.
Orders from all except members of
the F. T. D. must be accompanied by
remittance.

**JOHN BREITMEYER'S
SONS**

Cor. Broadway and Gratiot Aves.
DETROIT, MICH.

**Artistic Designs - - -
High Grade Cut Blooms**

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.
Members Florists' Telegraph Delivery
Association.

FOR

KANSAS CITY

Transfer Your Orders to

SAMUEL MURRAY

1017 Grand Avenue

Member Florists' Telegraph Delivery

IN THE

National Capitol

At your service to deliver Flowers or Designs on Order by Telegraph or otherwise. Prompt Reliable Service.

GEORGE H. COOKE

Connecticut Ave. and L St.
WASHINGTON, D. C.

"SAY IT WITH FLOWERS"

Max Schling
Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

DARDS FLOWER SERVICE
has spent GUARANTEED SATISFACTION for nearly FIFTY YEARS.
Regular European sailings now established. Let us fill your orders for Steamer Flower Baskets, Corsages and Artistic Boxes of Cut Flowers.

DARDS, Inc., Florist,
341 Madison Ave., New York

S. A. ANDERSON
440 Main St., Buffalo, N. Y.
ANDERSON service means fresh, sturdy stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.
Member Florists' Telegraph Delivery

HESS & SWOBODA
FLORISTS
Telephones 1501 and L 1522
1415 Farnum St.
OMAHA, NEB.

THE KNOBLE BROTHERS CO.
Flowers and Nursery Products
Member Florists' Telegraph Delivery
We are well equipped to handle your orders.
1686 W. 25th Street CLEVELAND, O.

THE SMITH & FETTERS CO
735 Euclid Avenue
CLEVELAND, OHIO
Flowers of Every Kind in Season

PHILADELPHIA
CHAS. H. GRAKELOW F. T. D.
Everything in Flowers
Broad Street at Cumberland

The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Member Florists' Telegraph Delivery
DENVER, COLORADO

If you have a stock of Miltonias, don't forget that they are very subject to thrips, which means that they should be dipped or sponged with fir tree oil or aphine every two or three weeks. Miltonias also require plenty of ventilation at all times during the summer, and should be syringed overhead in bright weather. To get the best results use blinds or lath shades, but if they are not available you can paint the glass, but should take care not to have the shading too dense. If the plants need repotting the work should be done as soon as they are through flowering. Miltonias do well in pans or pots, but of course should have an abundance of drainage. It is not too much to have them half filled with lumpy charcoal or broken crocks. You will get good results by using Osmunda fern fibre mixed with a little live sphagnum moss. After the plants have been potted up it is well to keep them fairly close for three or four weeks, but after that they will need a cool house all summer.

Rose planting is now on in good earnest, but no rose grower who is wise will use poor plants, even though he has to run a little short. In preparing the benches some of the best rose growers like a minimum depth of soil, but there are differences of opinion in this regard. Those who advocate shallow soil will have only three or four inches of earth on the benches, but this means three or four inches when the soil is well firmed. One thing is certain. It requires less labor and therefore less expense to prepare a bench with shallow soil than to have the bench full. In these times of high priced labor and little labor at any price, time and step saving are worth considering. Moreover, it is the opinion of some expert rose growers that too much soil causes American Beauties to run blind. This is because the roots have too much ground to work in. Shallow soil is an advantage in the winter, allowing the plants to dry out readily, and if more soil is needed in the spring it is easily spread.

CLEVELAND
A. GRAHAM & SON
5523 Euclid Ave.
Will take good care of your orders
Members of F. T. D. Association.

DAVID CLARKE'S SONS
Deliver orders from any part of the country to
New York City
Write or Telegraph
2130-2141 Broadway, - New York
Telephone 1552-1553 Columbus

KOTTMILLER, Florist
426 Madison Ave. and 49th St., New York. Also Vanderbilt Hotel
Telephone, Murray Hill 783
Out-of-town Orders Solicited. Location Central. Personal Attention.
Member F. T. D. Asso.

G. E. M. STUMPP
761 Fifth Ave.
NEW YORK CITY
Member Florists' Telegraph Delivery Asso.

HIGH GRADE PLANTS
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND, Nahant, Mass.

THE J. M. GASSER COMPANY,
CLEVELAND
Euclid Avenue

The Far-Famed Flowers of
TORONTO
Delivered on mail or telegraph order for any occasion, in any part of the Dominion.
JOHN H. DUNLOP
8-10 West Adelaide St. - TORONTO, ONT.
When writing to advertisers kindly mention HORTICULTURE

George Watson's Corner

"You in your small corner and me in mine."

Among other things we saw at the Wanamaker residence at Jenkintown, June 2nd, was a nice lot of Los Angeles rose in bloom in the open border. This beats Lansdowne by three or four days—and Lansdowne is further South—sixteen miles as the crow flies at least. Can't understand that. It ought to have been the other way about. We will have to let John Dodds and Sam Pennock thrash out the why and wherefore. Something needs explaining. Is it soil, exposure, or what?

Percy B. Rigby, manager of the Pennock wholesale market in New York, paid us a visit June 3rd. We notice a change in him in the last fifteen years. He is a world traveled man, of wide experience and we've always looked up to him. Europe, Asia, Africa and America—he has seen them all. But still the good old William Penn, Philadelphia Quaker, at least, so we thought, until we heard him say damn about some of the doings in New York. I said gosh Percy you better not let your president hear you talk that way. Pooh, says he, what do I care, these ginks in New York wouldn't understand you unless you talk their language. It's a story and I hate to tell it. Hope the president does not see this. He is such an ardent enthusiast in carrying Philadelphia refinement of manners into all his business dealings the world over—New York included. More power to him. They all need it.

The Joseph Heacock Co. have been having a great run on palms recently and their staff at Wyncote is being kept on the jump filling orders from far and near. Mr. Gould the manager here, told us on a recent visit that the demand had been particularly brisk lately on the specimen sizes of Belmoreano and Forsteriana from twenty to fifty each. The smaller sizes are also going off well.

The Rodman Wanamaker and John Wanamaker estates at Jenkintown are in the pink of condition just now and their display of Rhododendrons, Peonies and other seasonable flowers are worth going a long way to see. John H. Dodds, the superintendent of both estates, deserves credit for the clean cut perfection of everything and the visitor is agreeably surprised and

STUMPP & WALTER CO.

Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

Bolciano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A CENTURY

Special Price List to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLCIANO & SON
BALTIMORE, MARYLAND

EVERYTHING IN CUTTINGS AND
SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

ROMAN J. IRWIN
IMPORTER

43 West 18th Street NEW YORK

delighted more especially in these days when many of our wealthy men have been sadly pinching their country estates. The past winter has been a hard one here on many things especially on Arbor Vitae, Thuyas and other evergreens. The Blue Spruces glisten like an icefield in the sun. Old Boreas gets the merry ha ha from the Blue Spruce. Nothing can touch it. Azaleas have suffered a good deal and

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

Per 250 Seeds	Per 250 Seeds
Farquhar's Giant Pink \$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye).... \$1.75
Farquhar's Giant Salmon 2.00	Farquhar's Giant White 2.00
Farquhar's Ruby Queen 1.75	
Farquhar's Giant Red 1.75	

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink ¼ oz., .60	Giant Yellow ¼ oz., .60
Giant White ¼ oz., .60	Giant Scarlet ¼ oz., .40

CARNATION MARGUERITE. Farquhar's New Giant Mixed, 1/16 oz., \$1.25; ¼ oz., \$2.00	
LOBELIA. Farquhar's Dark Blue, Dwarf..... ¼ oz., \$0.85; ¼ oz., \$1.50	
PETUNIA. Farquhar's Ruffled Giants Mixed..... 1/16 oz., \$4.00	
SALVIA SPLENDENS BONFIRE ¼ oz., \$1.00; oz., \$3.75	
SALVIA SPLENDENS COMPACTA ¼ oz., \$1.00; oz., \$3.50	
SALVIA SPLENDENS ¼ oz., \$0.75; oz., \$2.25	
SALVIA ZURICH ¼ oz., \$1.00; oz., \$3.50	
VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White, ¼ oz., \$0.35; ¼ oz., \$0.60; oz., \$2.00	
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the Rhododendrons here and there.

Frank Ross and Mark Mills with their families started for the Poconos on the 5th inst. They expect to be gone about three weeks. They will make their headquarters at Hotel Cartwright, Mt. Cresco, Pa., during their stay. We wish them all a good time and hope the trout fishing will be up to all expectations.

IRIS SHOW AT BOSTON.

Although There Was a Good Display,
Weather Conditions Interfered
Somewhat with Quality.

Iris growers and other exhibitors did the best they could at the flower show held in Horticultural Hall, Boston, June 5th, and really made a very creditable display although handicapped by the weather conditions which had greatly retarded the blooming of the flowers.

It was the first time that the newly-formed Iris Society had exhibited in Boston, and the collection which was in charge of Robert S. Sturtevant of Wellesley was displayed with taste and judgment.

The feature of the show was the rhododendrons which included some two hundred varieties shown by T. D. Hatfield, of the Walter Hunnewell estate, Wellesley. Mr. Hatfield has made a national reputation as a rhododendron grower and this reputation was enhanced by Saturday's exhibit. Remarkably fine hybrid rhododendrons were also shown by T. C. Thurlow of West Newbury, Mr. Winthrop Thurlow being in charge. A new seedling produced from *R. nudiflora* excited special admiration.

Julius Heurlin of the Blue Hill Nurseries, South Braintree, had a fine group of hardy herbaceous plants and flowering shrubs, *Diervilla florida venusta*, exciting much comment. This *diervilla* is the one which Prof. J. G. Jack of the Arnold Arboretum brought back from Korea some years ago and is bound to become a valuable garden subject. Garden makers will be glad to know that it is now offered for sale.

Three miniature gardens from Hillcrest Farm, Weston, and one made by Robert S. Sturtevant were special features of the show.

The vegetables were perhaps better in quality than the flowers and the vegetable exhibit was a most creditable one. The list of awards follows:

PLANTS AND FLOWERS.

Hillcrest Prizes.

Hardy Flowering Shrubs.—Twelve vases: 1st, Blue Hill Nurseries. Miniature Rock Garden. —Covering a space 3x2½ feet, filled with wild plants and flowers exclusively: 1st, R. S. Sturtevant; 2d, Hillcrest Gardens; 3rd, Hillcrest Gardens. **Wild Flowers.**—Collection, named: 1st, Helen E. Knight.

Rhododendrons.—Twelve varieties, one truss of each: 1st, T. C. Thurlow's Sons, Inc. Six varieties, one truss of each: 1st, T. C. Thurlow's Sons, Inc. **Irises.**—Twenty four vases, not less than twelve varieties, three spikes in a vase: 1st, George N. Smith. Twelve vases, three spikes in a vase: 1st, Irishorpe (Allen Jenkins, gardener). Collection of Irises, any or all classes, admissible: 1st, George N. Smith; 2nd, Irishorpe; 3rd, Glen Road Iris Gardens. **Hardy Herbaceous Flowers.**—Twenty vases, not less than ten genera represented: 1st, Blue Hill Nurseries; 2nd, Faulkner Farm. **Hardy Succulent Plants.**—Collection: 1st, Hillcrest Gardens.

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Gratuities: Walter Hunnewell, collection of Rhododendrons; T. C. Thurlow's Sons, Inc., display of hardy Rhododendrons, *Azalea nudiflora* and *Leucothoe Catesbaei*; J. T. Butterworth, cut Orchids.

Silver Medal: T. D. Hatfield, seedling Rhododendrons.

Cultural Certificate: J. T. Butterworth, *Laelia Cattleya Hycana Hybrid*; A. C. Burrage, *Laelia Cattleya Alice Burrage*.

Honorable Mention: Blue Hill Nurseries, three new shrubs from China (*Neillia sinensis*, *Diervilla florida venusta*, *Diervilla florida Mrs. Teiles*); Mrs. Betty K. Farr, new Begonia.

Prizes Offered by the American Iris Society.

Irises.—Collection of 30 distinct varieties, one stalk of each: 1st, George N. Smith. Collection of six distinct varieties, one stalk of each: 1st, Mrs. C. W. Willis. Collection of six distinct varieties, self-colored, one stalk of each: 1st, Glen Road Iris Gardens. Collection of six distinct varieties, bi-colors, one stalk of each: 1st, Glen Road Iris Gardens; 2nd, Miss A. J. Osgood. Artistic arrangement of Irises with or without other hardy flowers and foliage in vase with opening of not over five inches: 1st, R. S. Sturtevant; 2nd, R. S. Sturtevant. Specimen stalk: 1st Mrs. C. W. Willis, Lobengrin; 2d, Miss Grace Sturtevant, Queen Catrina; 3rd, Mrs. Percy G. Browne, Nieblungen. Collection of three distinct varieties, one stalk of each: 1st, Miss A. J. Osgood. Vase of three distinct varieties, rose and lilac shades, one stalk of each: 1st, Mrs. C. W. Willis. Vase of three distinct varieties, white or blue and white: 1st, Mrs. C. W. Willis. Vase of three distinct varieties, yellow standards: 1st, Mrs. C. W. Willis. Vase of three distinct varieties, lavender bi-colors: 1st, Mrs. C. W. Willis; 2nd, Miss A. J. Osgood.

VEGETABLES.

Hillcrest Prizes.

Beans.—String, fifty pods: 1st, Faulkner Farm, Plentiful. Cauliflower.—Three heads: 1st, Hillcrest Gardens, Snowball; 2nd, Oliver Ames, Snowball; 3rd, Faulkner Farm, Kronk's forcing Erfurt. Cucumbers.—Four specimens: 2nd, Hillcrest Gardens. Lettuce.—Four heads: 1st, Oliver Ames, Big Boston; 2nd, Faulkner Farm, Sutton's Heartwell. Radishes.—Twenty-four specimens: 1st, Oliver Ames, Scarlet Globe; 2nd, Hillcrest Gardens, Scarlet Globe. Spinach.—Four quarts: 1st, Hillcrest Gardens, Round Thick-leaved. Collection of Vegetables.—Six varieties: 1st, Hillcrest Gardens; 2nd, Oliver Ames.

Gratuity: Hillcrest Gardens, Uncle Gideon's Quick Lunch.

Mr. Fred Ravier, of Mobile, Ala., was recently fined \$25.00 for violating a city ordinance which prohibits the sale of flowers on Sunday.

GENERAL NEWS NOTES.

J. H. Pan, of the Flora Nurseries, Heemstede, Holland, is making a trip through the states, visiting the important cities, including Boston. He reports a good outlook for the bulb crop.

J. F. Ammann, of the National Growers' Association, was the speaker at the last meeting of the Baltimore Florists' Club, June 4.

Mr. H. G. Perry, the popular manager of Dard's, at Madison Ave. and 44th St., New York, is receiving many congratulations. It is a boy, the first one.

Charles Morse, of Morse & Beals, Lowell, has been having a week of good fishing in Maine.

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The Home Vegetable Garden. Krumh	1.00
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Aristocrats of the Garden. Wilson	5.00
Bailey's Cyclopaedia of Horticulture, 6 volumes	\$6.00

RAMBLING OBSERVATIONS OF A ROVING GARDENER

There have been a number of disappointments in the way the shrubs have flowered in New England this season. Even in the Arnold Arboretum, under the best of conditions, some of the displays have been poor. This is particularly true of the wistarias, of which the Arboretum has an excellent collection. The plants are not flowering well at all, and this seems to be the condition throughout New England. Presumably the weather conditions of last winter are responsible, because it is reported that in Philadelphia and further south the Wistarias are making a splendid showing this spring.

Rosa Hugonis has also been a disappointment, as it is not nearly so full of bloom as for the past two years. Its blooming period was also consid-

erably delayed, and Rosa omeiensis showed its flowers first this year.

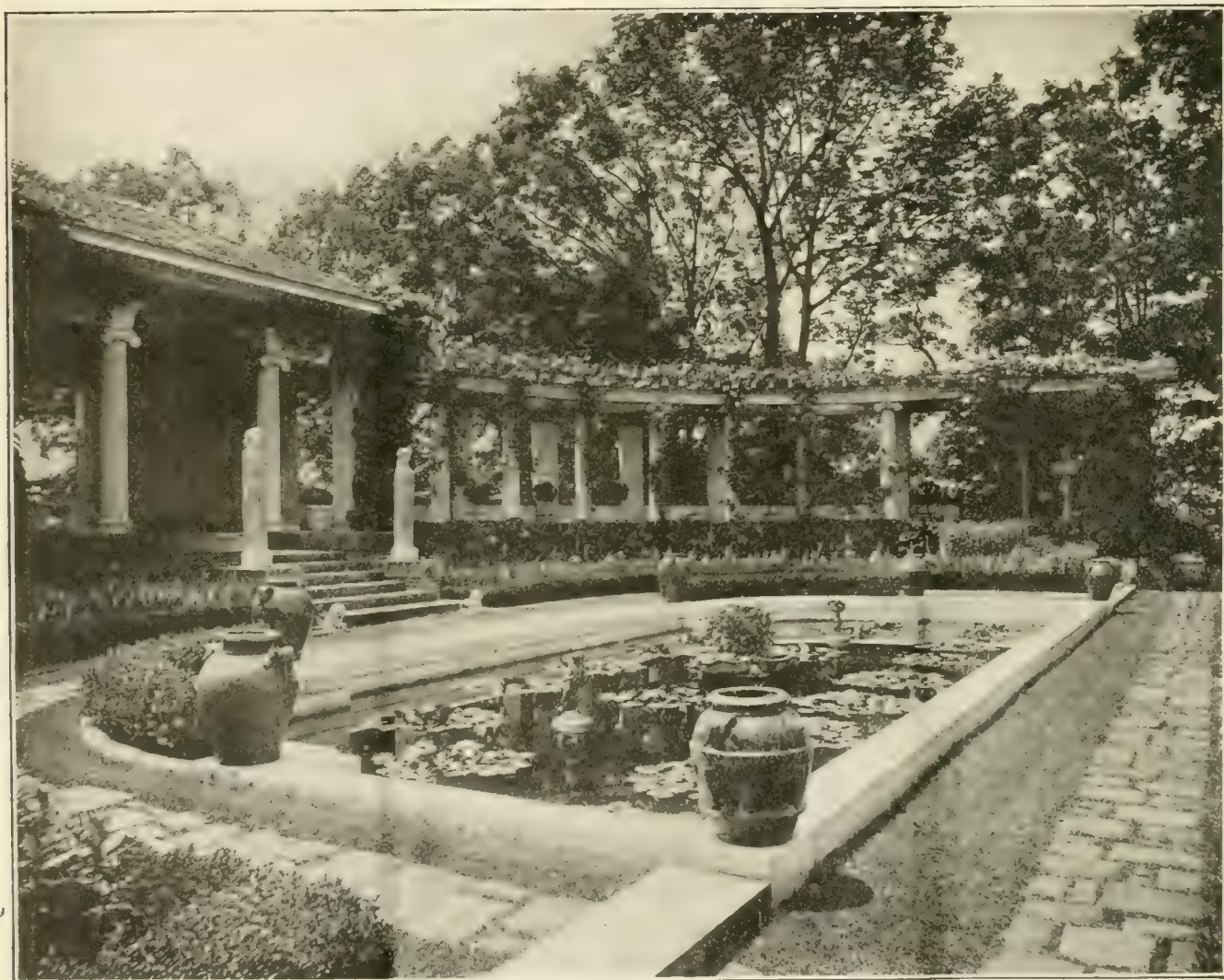
It cannot be expected that every class of shrubs will make a perfect showing each spring, and there has been full compensation this season in the flowering of the lilacs and the crabapples. Lilac Sunday, May 30, was one of the most perfect days of the season, with the result that thousands of people visited the Arboretum, and enjoyed the beauty and the fragrance of the lilac blooms. Moreover the lilacs flowered fully as well as for many years. Indeed, the display is not yet over, and the tree lilacs which are the last to flower are covered with buds, promising a better showing than for a long time.

Apparently the flowering crabs are beginning to be appreciated more gen-

erally than in the past. This is well, for among them are some wonderfully fine garden specimens. I know of few plants more beautiful than Bechtel's crab, which is most liberal with its flowers, and the remarkable double blossoms of which resemble small roses. Bechtel's crab is by no means new, and yet not planted to a great extent. It is worthy much greater popularity than it has yet achieved, not only for its garden beauty, but for the value of the sprays when used for house decoration. They last a long while in water and are exceedingly ornamental.

Many flower lovers the world over will regret to hear that the great greenhouse on the Duke of Devonshire's estate in England is being demolished. This greenhouse was almost a replica of Covent Garden. A syndicate has bought the place and the greenhouse, which was the largest in the world, has had to go.

Although weather conditions have been against them, members of the



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American Iris Society have gone bravely ahead with their exhibits this season. Naturally they have not been able to make as good a showing as they would in an earlier season, but they certainly have justified the existence of the Society, and have done much to awaken increased interest in the iris. The first eastern exhibit of the Society was given in connection with the Pennsylvania Horticultural Society, in the Wanamaker Store, Philadelphia, this month, and between 1,500 and 2,000 beautifully colored blooms were displayed. The newspapers gave considerable attention to the exhibit, and one of them printed the following:

"The American Iris Society is the only organization of its kind in the world and has been organized but four months. The present membership is more than 400, including European iris growers of international reputation.

"The Iris is a flower species that grows in all parts of the world. The society encourages the planting of the flower by amateur gardeners, because of its hardy growth and beautiful colors.

"The exhibit includes plants largely from Europe, Asia Minor and Persia. A few American, Siberian and Jap-

anese exhibits were displayed and attracted widespread attention.

"Officers elected by the society are:

President, John C. Wister, Philadelphia; vice president, William A. Peterson, Chicago; secretary, R. S. Sturtevant, Wellesley Farms, Mass.; treasurer, Frank H. Presby, Monclair, N. J."

It is most pleasing to find many increasing evidences of the growth in favor of gardening as a hobby or recreation for women as well as for men. A plan which has much to recommend it has been worked out in Boston this spring, the National Civic Federation having made arrangements by which several of the most prominent gardens around the city could be visited by those interested on certain dates. A small fee is charged in each case. One of the gardens soon to be visited is that at Faulkner Farm, in Brookline, the estate which is carried on under the efficient management of Supt. W. N. Craig. The beautiful gardens in their attractive setting will be admired. There is much more to Faulkner Farm though, that merely the gardens, for farming operations as well as market gardening are carried on in quite an exten-

sive way, the work being under Mr. Craig's supervision and being so extensive that his friends often wonder how he is able to do so much work, for he is an indefatigable writer, much in demand as a lecturer, and a most faithful secretary of the Gardeners' and Florists' Club of Boston.

ARBORETUM BLOOMS.

Rosa omeiensis has opened its flowers this year several days before R. Hugonis and R. cinnamomea which are usually the first Roses to flower in the Arboretum. This Chinese Rose, which is common on the mountains of western China, gets its name from Mt. Omei, one of the sacred mountains of the Empire, where it is common. It is a hardy, fast-growing shrub with erect stems covered with bright red prickles, white fragrant flowers hardly more than an inch in diameter, and bright red fruit on elongated fleshy, yellow stalks. On its native mountains it sometimes grows to the height of twenty feet. Judged by the way it has grown in the Arboretum, this Rose should make an excellent hedge for New England gardens.

Aesculus georgiana is covered again with its compact clusters of large red and yellow flowers. This southern Buckeye has not been injured by the severe winters of 1917-18 and 1919-20, and is certainly one of the best new plants which have been brought into our gardens in recent years. When first discovered it was believed to be confined to the neighborhood of Stone Mountain in central Georgia, and to be always a shrub in habit, but is now known to range northward in the Piedmont region to North Carolina, and often to grow into a small tree. The oldest plants in the Arboretum are beginning to assume a treelike habit, and in the parks at Rochester, New York, Aesculus georgiana is a shapely small tree with a straight well developed trunk. Many other Horsechestnuts and Buckeyes are now in flower: and the large group of these trees and shrubs on the right hand side of the Meadow Road is just now one of the most interesting and attractive in the Arboretum.—*Arnold Arboretum Bulletin*.

THE TOTTY DINNER.

A Most Enjoyable Event Held in New York City.

The subscription dinner given in honor of Charles H. Totty of Madison, N. J. by about thirty of his friends at Mouquin's Restaurant, New York City, on Saturday evening, June 5th, was an enjoyable affair from start to finish. Many will be interested to read the list of friends present and quotations attached, as there was a personal touch which made everybody feel at home and closely connected.

Mr. Totty has been obliged to change his sailing date somewhat on account of strikes in Havre, but he will soon be on his way to the other side, Mrs. Totty accompanying him, and they will bring back with them on their return their daughter who is studying at the University of Paris, having won a scholarship at the institution. Mr. Totty will visit the high lights in horticulture in Europe, and is particularly interested in the forming of the company to grow roses in Southern France under glass, following in a general way American methods of culture.

While our Federal embargo does work against the bringing into this country of horticultural products from

abroad, it still is possible to bring in new things in a limited way, and while Mr. Totty is looking over all the new things, we may be sure there will be some results accrue from his trip which will be interesting to the growers on this side at a later date.

MENU

Cocktail

"There is no greater sorrow than to remember the happy time in misery."—Dante.

Little Neck Clams

"He seems born only for digestion."

Canape Anchovies Olives Celery

Onion Soup au Gratin, Italien

"Beyond the Alps lies Italy."

Filet de Sole, Spanish Sauce

"'Twas a Spaniard that blighted my life."

Filet de Boeuf Pique, Mushrooms

New String Beans au Beurre

Potatoes a la Parisian

"Play up to the big idea, gentlemen!"

Punch

"These spiritual joys are dogged by no sad sequels."—Glanville.

Squab Chicken, Stuffed

"Sometime! Someday! Somehow! Somewhere!"

Mixed Salad

"In the interim."

Ice Cream and Strawberries Cakes

"Let your various creams encircled be With swelling fruit just ravish'd from the tree." —King.

Cemembert Cheese—Crackers

"And it isn't the name,
And it isn't the shame,
That stings like a white-hot brand.
It's the getting to know that the crack-
ers are done,

And nobody knows where on earth
they have gone,

Believe me, boys, 'twas a hard luck
run,

And we hollered to beat the band."

"The Wolverine Express."—Totty

Demi-Tasse

"With equal mind what happens let
us bear."—Dryden.

Cigars

"Mingles with the friendly bowl
The feast of reason and the glow of
soul." —Pope.

HOSTS

"The purest treasure mortal times
afford

Is spotless reputation."—Shakespeare.

W. H. Siebrecht, Sr. James Stuart

"Rest is their feast, and all things at
their will:

The noblest mind the best content-
ment has."—Spencer.

F. R. Pierson John Young

"What is an age in dull renown
drudg'd o'er?

One little single hour of love is more."
—Granville.

F. H. Traendly P. F. Kessler

"Whose honors with increase of ages
grow,

As streams roll down, enlarging as
they go."—Pope.

Joseph S. Fenrich John H. Pepper

"His fame, like gold, the more 'tis
try'd

The more shall its intrinsic worth pro-
claim."—Prior.

A. L. Miller Walter F. Sheridan

"Not that we think us worthy such a
guest,

But that your worth will dignify our
feast."—Ben Johnson.

C. B. Weathered F. L. Atkins

"To feast mirth be this white hour
assign'd,

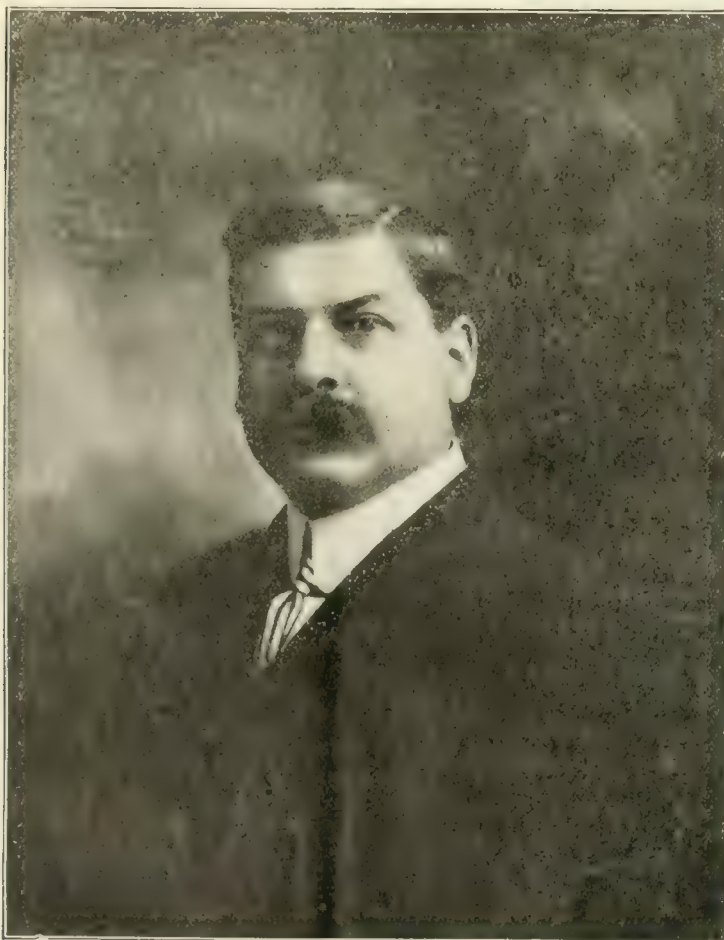
And sweet discourse, the banquet of
the mind."—Pope.

John Canning John Donaldson

"A sweeter and a lovelier gentleman,
Framed in the prodigality of nature,

The spacious world cannot again af-
ford."—Shakespeare.

Leonard Brown Eugene Dailedouze



C. H. TOTTY

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And ev'ry passion aptly harmonized,
Amid a jarring world." Thomson.

F. W. Payne A. M. Henshaw

"A merry heart goes all the day."

—Winter's Tale

Joseph A. Manda Charles Schenck

"As frank as rain on cherry blos-
soms." Browning.

Julius Roehrs J. Scheepers

"Great Souls by instinct to each other
turn,

Demand alliance, and on friendship
burn."—Addison.

A. Herrington C. Lowther

"Well chosen friendship, the most
noble

Of virtues, all our joys make double."
—Denham.

B. Hammond Tracy L. J. Renter

"The happy combination of fortuitous
circumstances."—Scott.

John Miesem Geo. Hildenbrand

"With thee conversing I forget all
time."—Paradise Lost.

Charles Weber Henry Weston

"Thoughts that breathe and words that
burn."—Gray.

"King over all the children of pride
Is the Press—the Press—the Press."

—Kipling.

A. F. Faulkner

ICELAND POPPIES.

(Papaver Nudicaule)

For more than a week the Iceland Poppies have been flaunting their gay skirts in every shade of yellow, white, lemon-color and orange in our gardens. They are getting to be one of the most popular of our garden flowers. Their seeds fly away and come up in some pretty unexpected nook, they have established themselves among us, and they have tempted the hybridizers so that we now have new shades and colors among them, lovely tones of pink and copper. Since the Iceland Poppies have done so well for us why should we not know more of the flora of that island? There are doubtless new beauties to be found in China, Japan and Korea, even with the many explorations which have been made through those countries we cannot believe that we have yet exhausted their treasures. Nor are we yet sufficiently familiar with the flora of our own national parks, the Yellowstone and Mount Ranier. Yet there is always an ear to hearken when Nature offers her story book.

"Come wander with me," she said,

"Into regions yet untrod,

And read what is still unread,

In the manuscripts of God."

Hillcrest Gardens, M. R. CASE.

June Fifth, 1920.

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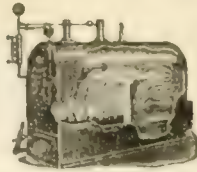
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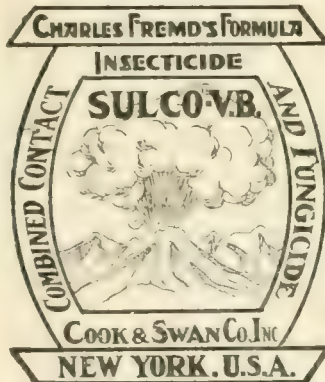
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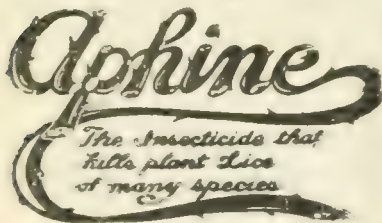
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LANDSCAPE ARCHITECT VS. LANDSCAPE GARDENERS.

To settle a controversy, will you inform me through your columns whether it is correct to use the term "landscape architect," rather than "landscape gardener" when referring to one who lays out and plants grounds—F. W. L., Tenn.

Answer: We have always been of the opinion that the use of "landscape architect" was never legitimate when applied to one who lays out and plants grounds, even though, as is sometimes said in rebuttal, the Almighty has been referred to by high authorities as the "Architect of the Universe." An architect is one who is a chief builder in the line of architecture, the science of building. London the great landscape gardener, and probably the most prolific writer on horticultural subjects the world has known, was quite content to use the term "landscape gardener," using it in preference to "planner," which was in use by the Scotch gardeners in his day. A man may, of course, name his calling in any way he pleases, if he fears not ridicule, just as we have "adsmiths" and "jokesmiths," although everybody knows that a smith is a worker in metals—Journal of the S. A. F.

COMING EVENTS

New York.—Conference of Garden Club and other delegates to discuss Qu. 37, to be held June 15, at the Museum of Natural History, 77th st. and Central Park West, at 10 a. m. All interested welcome.

Chicago.—American Ass'n of Nurserymen, annual convention, June 23, 24, 25. Sec'y, John Watson, Princeton, N. J.

Hartford, Conn.—American Rose Society, annual pilgrimage, June 24. Sec'y, E. A. White, Ithaca, N. Y.

Portland, Ore.—American Rose Society, annual pilgrimage, June 25. Sec'y, E. A. White, Ithaca, N. Y.

Boston.—American Sweet Pea Society, annual exhibition, July 10 and 11. Sec'y, Wm. Gray, Bellevue ave., Newport, R. I.

Cleveland.—S. A. F. and O. H. annual convention, Aug. 17, 18, 19. Sec'y, John Young, 43 W. 18th st., N. Y.

New York.—American Dahlia Society, annual exhibition, Pennsylvania Hotel, Sept. 27, 28, 29. Sec'y, E. C. Vick, 205 Ellwood ave., Newark, N. J.

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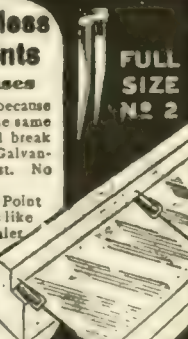
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Lecturer on Horticulture, Columbia University

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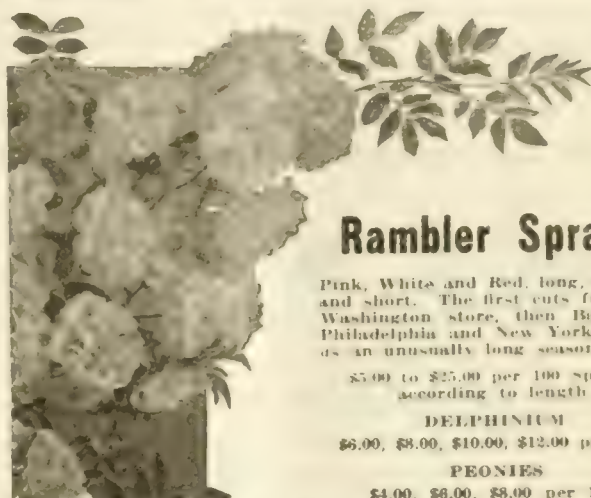
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In this summary is voiced the opinion generally of those who have made this movement possible. It ought to have some effect on the minds of those to whom we look for assistance in the continuance of the Campaign. Mr. Poehlmann, perhaps more than anyone else, is in a position to observe the beneficial results we have obtained, and that is why he recommends its continuance and extension.

Last year our Publicity Committee set the goal for \$100,000, the fund which it was believed should be spent for publicity. Their belief was based upon the immense amount of profitable publicity we had obtained in the previous year for less than half that sum. Their expectations, however, only materialized to the extent of nearly sixty per cent, but again we secured publicity sufficient to swell the prestige obtained in the previous year and to increase the demand for flowers very perceptibly. This year the same goal was set, as our Committee reasoned that, surely, now the florists would perceive the importance and profit in a vigorous prosecution of the campaign. Up to this writing, however, less than one half of the required amount is collected.

It cannot be said that the florists are too poor to provide the amount required. Nor can we believe that they are not anxious to increase the business they are doing. Then what is the reason for this holding back? Is it that they are content to let their more generous brother florists shoulder the burden of expense, content to reap a share of the harvest he provides, without a trifling aid from their own pockets? There may be some who have this idea, but in the main it is not one characteristic of the florist as we know him, always ready and anxious to pay his way. Is it because they have not faith in the efficacy of the campaign? In this case, they have Mr. Poehlmann's

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views to ponder upon. He knows, and so do all our other supporters, especially those whose subscriptions run to large amounts. How many of those who have not yet tied up with us, realize that some of their florist brethren are paying into the fund as much as \$25 to \$50 per month. They certainly have faith in the work, and are not merely taking chances.

As soon as we get the required support, we can double the benefit now being received. Our Committee is prepared to take immediate action, as the money received meets the stages planned. Don't let our slogan rust—rather add to its lustre through greater use. "Say It with Flowers" as a slogan is the best asset our industry has ever had. The more we use it, the better for our business. Help it along, please, by sending in bankable evidence of your support right away.

Trade Exhibition

The following have reserved space in the Trade Exhibition to be held in connection with the Society's Convention at Cleveland, August 17-18-19. These names are in addition to those published in the previous list:

Ralph E. Huntington, Mentor, O; A. Henderson & Co., Chicago, Ill.; Lion & Co., New York City; United Bulb Co., Mt. Clemens, Mich.; Wertheimer Bros., New York City.

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CHICAGO FLORISTS' CLUB.

The regular meeting of the Chicago Florist's Club was held at the Randolph Hotel, Thursday, June 10th. President Waters called the meeting to order at 8.30 P. M.

Candidates elected to membership are:

E. D. Burton, 900 Masonic Temple, Chicago (Sales Mgr. American Greenhouse Co.).

H. E. Larson, 431 S. Dearborn St., Chicago (Advertising Expert, Florists Service Bureau).

R. P. Bohlander, Grower, Hillside, Illinois.

Frank Paenicka, Grower, Grosse Point, Illinois.

Aram Nestijian, Grower, Wilmette, Illinois.

Nominations for membership were: William M. Reid, Chicago, Ill. (A. L. Randall & Co.)

President Waters on behalf of Mr. Morton, chairman of Garden Committee briefly outlined the work as being done by this committee and it is evident that the Committee's activity have resulted in very effective publicity for the Club.

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Chicago Florist's Club has decided to travel to the Cleveland Convention via New York Central Railroad August 16th, at 11 P. M., arriving at Cleveland at 8.15 A. M. Florists passing through Chicago en route to Convention are invited to join our party. Full particulars regarding train schedule, railroad and pullman fares will be announced by Michael Barker, chairman, Transportation Committee of this organization.

President Waters has appointed every member of the Florist's Club to act as a Committee of one to boost the coming Convention, and it is also specially requested that each member act as a reception committee to extend the hospitality of florists of Chicago to all florists coming via Chicago.

A. J. Zech has been instructed to make arrangements for bowling team at the coming convention—bowlers elsewhere please take notice—Trustee Zech must bring back the big prizes. Chicago bowlers are expected to again capture the championship as occurred at the Detroit Convention last year.

By action taken at this meeting it was decided to discontinue our meetings for the summer months. There will be no meetings during July, August and September.

It was resolved to open the fall season October 7th, 1920—an appropriate

tion of \$250 has been set aside for the use of the good of the Club Committee to arrange for a special programme to be fitting for the occasion.

There being no further business the meeting adjourned.

F. LAUTENSCHLAGER, Secy.

AMERICAN ROSE SOCIETY.

It has been found necessary because of the lateness of the season to postpone the pilgrimage to the Rose Test Garden at Cornell University, Ithaca, New York, from June 25th, to June 30th, 1920. The college is to hold a series of Farmers' Field Days from June 30th to July 2nd inclusive. An interesting series of lectures and field trips have been arranged. The members of the American Rose Society will meet in the garden at 1.00 P. M. where talks on classification of roses, also on their culture will be given.

E. A. WHITE, Secy.

Mr. A. A. Wagner has opened a new flower store at Cedar Rapids, Ia.

It is understood that C. E. Mealy, of the Mealy Flower Co., Colorado Springs, is to put up 15,000 square feet of glass this year to replace the present range.

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Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

THE MARKET.

Market reports show a very quiet situation all along the line. Supplies have been ample and sales have not been brisk. As one salesman in Boston expressed it, "The market has been backing up all the week," which interprets the situation very well to the average florist. Reports from Pittsburgh and some other cities show that there is a downward tendency in prices.

Roses sell as low as 2c. for short-stemmed stock, but good American Beauties in Boston are selling up to 25c. In New York, Buffalo and Pittsburgh, the price of roses runs from 4 to 15c. Carnations sell steadily at about 3c. Callas in Boston are bringing from 50c. to \$1. This seems to be the price in other sections, although they may run a little higher in New York. Lilies are from 8 to 10c. Sweet peas have been almost a glut in the market, partly because the stock is by no means first-class. It is possible in almost any market to buy them at 75c. per 100.

Peonies of course are in abundance in Boston and are bringing from \$1 to \$2 per dozen. As a matter of fact, peonies are the special feature of the market everywhere, are fairly good in quality and the demand is also fair. Candytuft and feverfew are now selling from 20c. per bunch up, in Boston.

SUICIDE OF BOSTON FLORIST.

A bullet wound in his right temple and a revolver clutched in his hand, Benjamin Kozminsky, 32 years, a florist, was found dead in the rear of his store at 3190 Washington street, Roxbury. Four days previously he had married a girl recently crowned as the prettiest girl in the section where she lived.

On the cash registers in the store

were three letters of explanation and farewell. Two of them were to his wife. The first asked her forgiveness, and said that he "could not stand" mysterious attacks of nervousness which had troubled him ever since his service overseas. It expressed undying love for her, and urged her to forget their brief happiness and reconstruct her life without thought of him.

DEATH OF CHARLES W. CROSMAN.

Charles W. Crosman, president of Crosman Brothers Co., seedsmen, of Rochester, N. Y., died recently, aged 73 years. He was well known as a seedsman, having succeeded his father, Charles F. Crosman. He carried on the business after the death of the father with his brother, George F. Crosman. Mr. Crosman was born in Rochester on January 13, 1847, the eldest son of Charles F. and Mary L. Crosman. He received his education in the public schools. He aided materially in promoting the interests of the city and took great pride in its development. He was greatly interested in all that pertains to agricultural and horticultural developments.

GARDENERS' & FLORISTS' CLUB OF BOSTON.

A very enthusiastic meeting was held Tuesday evening, with over two hundred members present. There were three new members elected. There was an unusually large number of exhibits, among the most prominent being a large vase of *Lilium candidum* from Daniel White, North Easton; collection of peonies, James Methven; *Pyrethrums* and *Aquilegias* from W. N. Craig; large display of iris; splendid roses from Peter Arnott, Chestnut Hill, and many others.

The entertainment furnished by

Mr. J. Harris, of Penn., the Florist's, was the best ever heard before the club. There were selections by a male quartet, duets, solos by ladies and gentlemen, and a violinist entertained also. During the singing of the S. A. F. song, "Say It with Flowers," young ladies with baskets of flowers passed through the audience and distributed choice blooms. Through the courtesy of Mr. Henry Penn, everybody present was presented with a copy of the song.

A collation followed the entertainment, and dancing then continued until the wee sma' hours.

DAMAGE DONE BY HAIL.

As we go to press, reports are coming in of considerable damage done by a severe storm which struck Boston and vicinity Tuesday afternoon. In some sections there was a heavy fall of hail, with the result that a great amount of glass was broken. It was said that Framingham growers were particularly unfortunate in this respect. It is understood that William Nicholson had about 4,000 lights broken and about 2,000 panes in the houses of Sam Goddard were demolished. Besides the damage done to glass, there was considerable injury to outside stock which was badly cut up by the hail.

Owing to the lateness of the season, it has been necessary to postpone the June exhibition of the Rhode Island Horticultural Society until June 22nd.

It is announced that Miss May Clark, who has been conducting the Humphrey Flower Shop in Springfield, Mass., the last few years, is to be married to Paul H. Wildey of Meriden, N. H. The wedding takes place pretty soon.

HORTICULTURE

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No. 25

THE TALK OF THE TRADE

Conditions in general through the East in the way of Baby Ramblers for the coming season are promising. There is a larger quantity of stock available and several fields which I have seen are in mighty good condition. Plants are breaking away nicely from the bottom and there should be some very nice stock offered. I don't mean to say that there will be any surplus, in fact I think everything that there is will be quickly taken up.

Such varieties as the crimson variety of Baby Rambler, Ellen Poulson, Erna Teschendorff, Orleans and Tausendschoen are always a satisfactory crop, both for the plantsman as well as the storeman. I have seen several fields of these planted out fairly early from 3½ and 4 inch pots that are coming along in great shape, and I don't think there is any question that they will develop into fine stock for the fall.

The bulb situation seems still to be quite a complicated matter, and if the harvest in Holland is going to be up to the usual quality, I am inclined to think that there is going to be a break in prices before it is over with. I don't think this will apply so much on Japanese bulbs, but on the Holland stock there is quite a strong indication that something is apt to break most any time.

If I understand correctly, England is holding back in buying, and of course nothing can be expected from two big buyers in pre-war days, namely Russia and Germany; and American buyers have certainly shown a strong indication of being gun shy in the same direction. I also believe now from latest reports that the paper white crop from France is not as large as was expected. I don't think the price will be more than last year but I do believe that the market will clean up in good shape. It would seem to me now to be a pretty good policy for everyone wanting paper whites to order early.

Begonia plants in the different ranges around Boston and New York are framing up in fine shape. I can't see anything to prevent a fine lot of plants for the holidays. Plants raised from leaves are coming along in 4's

and 5's now, and a mighty pretty lot there is to be seen. The early top cuttings are just being potted up, and while at one time I thought there would be quite a short crop, everyone seems to be coming along nicely, and for late top cuttings a good supply will be available. This is valuable stock nevertheless for mixed work such as hampers and pans, and for made up pots of begonias alone; the late leaf cuttings serve every purpose.

I am interested in a note from Mr. Albert Pochelon, secretary of the F. T. D. A. in regard to the success of the bank account which was established in Canada some time ago by the F. T. D. office in order to offer facilities for saving the discount rate prevailing. Secretary Pochelon says that very good results have been obtained, but that he finds, unfortunately, that many American members are not reciprocal. It seems that they do not pay their Canadian accounts through the F. T. D. office, thereby taking advantage of the discount rates, the result being that the cash balance in the Canadian branch is far in excess of the American balance, and Mr. Pochelon is writing the following to members of the association throughout the country:

"We feel in justice to the courtesy extended that all Canadian accounts

should be paid through this office, and therefore ask your co-operation by sending checks for Canadian members to this office."

It seems to me that Mr. Pochelon's request is one which should be heeded because in a co-operative movement like that of the F. T. D. it behooves all members to do what they can to help along whatever will be of advantage to the association itself, and the other members. In other words, it means real co-operation, and not simply co-operation when one's own personal interests are involved.

The new Begonia Peerless being introduced this year by J. A. Peterson & Sons is finding a good sale, and bids fair to be another good variety to add to the list which we now have. It is very similar to Mrs. J. A. Peterson and is a seedling from that variety by Socotrana. Mr. Peterson claims that it holds flowers very well, and I am sure that the plants which he has showed in various cities during the winter were pleasing to plantsmen in general. They were mighty pretty specimens and very attractive in every way. If we can all grow it anywhere near as well as Mr. Peterson, we will not be disappointed.

Increased fame has been coming to J. T. Butterworth of Framingham in recent months. His exhibits at Horticultural Hall in Boston have attracted much favorable comment and evidently



Well Arranged Wedding Decoration

many orchid lovers have been led to visit his establishment, for we find the following in the Framingham News, Mr. Butterworth's home paper:

"Horticulturists from many sections have visited the greenhouses of J. T. Butterworth, Clinton street, in the last ten days to view one of the finest displays of orchids ever seen here.

"Among the hundreds of orchid plants raised by Mr. Butterworth a prize Cattleya Mossiae bloomed recently and it is doubtful if any orchid plants have been known to produce blossoms that would equal it in color, shape or size.

"It was a perfect specimen of an orchid and florists from many cities came here to view it. Mr. Butterworth also has some rare blossoms of Cattleya Mendlii, Laelia Cattleya, Dendrobium Cypripedium and Odontoglossum, all of which present a beautiful picture.

"Mr. Butterworth displayed a Miltonia Vexillaria at Horticultural Hall, Boston, June 5."

According to an article in the Worcester Telegram, an amusing incident occurred at a recent meeting of the garden club at the Shrewsbury estate of Mr. and Mrs. Matthew J. Whittall. The speaker of the occasion was Mr. Letson, of Carbone's Boston store, talking on the arrangement of cut flowers. In the course of the afternoon Miss Fannie Morse, president of the club, asked Mr. Letson if he could give her some information.

Everyone expected her to ask about the care of some kind of flower, but her question was: "Can you tell me what has happened to the very attractive young lady who used to arrange flowers at Carbone's several years ago?" There was a general laugh then, but delighted applause followed Mr. Letson's reply: "Well, I married the most attractive of the young ladies four years ago."

I have been rather surprised to find so little advertising among retail florists with the expectation of winning June wedding orders. I do not know whether this can be interpreted to mean that florists do not expect that June weddings will be numerous this year, or whether it means that they are carrying all the business they can properly handle. Truth to tell, the orders for wedding flowers seem to be fewer than for many past years. No doubt the present high cost of living is having a deterrent effect upon matrimonially inclined couples, something hardly to be wondered at. In Boston Henry Penn has keyed his ads to the strain of the wedding march consistently so far this month, and

no doubt has found it paid. As a matter of fact, wedding business is well worth going after, even though the profits may not be very large. A church wedding in particular gives a florist a most desirable amount of prestige, and if his work is done well, is exceedingly good advertising in itself. As a matter of fact, it takes an expert to do a job of church decoration, but few undertakings bring a greater measure of satisfaction.

CONVENTION HALL.

In regard to a report that the Ninth Garage in which the Society of American Florists' Convention and Trade Exhibition is to be held in Cleveland, August 17, 18, 19 next, might not be ready in time for occupancy, Vice-President F. C. W. Brown and Herman P. Knoble, acting for our Executive Board, give assurance that the building, at least the floor we are to occupy, will be ready in ample time for our purpose. The only problem now before the Advisory Board in charge of convention arrangements is one looking to a re-arrangement of the floor plan which will provide more exhibition space. It is expected that by reducing the width of the aisles, additional space can be secured to accommodate a few more exhibits, without material change in the location of exhibits already provided for. The largest trade exhibition in the history of the Society is now more than a possibility.

COMING EVENTS

Chicago.—American Ass'n of Nurserymen, annual convention, June 23, 24, 25. Sec'y, John Watson, Princeton, N. J.

Hartford, Conn. American Rose Society, annual pilgrimage, June 24. Sec'y, E. A. White, Ithaca, N. Y.

Portland, Ore.—American Rose Society, annual pilgrimage, June 25. Sec'y, E. A. White, Ithaca, N. Y.

Boston.—American Sweet Pea Society, annual exhibition, July 10 and 11. Sec'y, Wm. Gray, Bellevue ave., Newport, R. I.

Cleveland.—S. A. F. and O. H. annual convention, Aug. 17, 18, 19. Sec'y, John Young, 43 W. 18th st., N. Y.

New York.—American Dahlia Society, annual exhibition, Pennsylvania Hotel, Sept. 27, 28, 29. Sec'y, E. C. Vick, 205 Ellwood ave., Newark, N. J.

Indianapolis.—Florists' Telegraph Delivery, annual convention, October (second week). Sec'y, Albert Pochelon, 153 Bates st., Detroit, Mich.

New York.—Chrysanthemum Society of America, annual exhibition, American Institute, Nov. 3, 4, 5. Sec'y, Wm. A. Eagleson, 324 W. 23rd st., N. Y.

Jos. L. Barnitt, Jr., salesman for A. T. Bunyard, of New York, was recently married to Miss Maud B. Martin, of Ayer, Scotland. Mr. Barnitt is a veteran of the late war, and met Miss Martin when in Scotland. He will be connected with the Newport store of Mr. Bunyard this summer.

Worth While Primulas

Malacoides Rohrerl. The best strain of Malacoides on the market. Years of patience have developed it to perfection. The beautiful shades of Rose Pink, Light Lavender and Snow White make it one of the most desirable and profitable plants to grow, not only as single plants, but for combination work it cannot be excelled. 100 1000			
Pink and Lavender Mixed,			
2 1/2-in.	\$7.00	\$60.00	
Pure White, 2 1/2-in.	7.00	60.00	
Malacoides Townsendi , 2 1/2-in.	8.00	70.00	
Obconica, Rosea, Gigantea, Grandiflora, Apple Blossom and Kermesina , 2-in.	7.00	60.00	
2 1/4-in.	8.00	70.00	
Primula Chmensis , all colors.			
2 in.	7.00	60.00	
2 1/2 in.	8.00	70.00	

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Bulletin Building PHILADELPHIA

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Douglas Eccleston, Supt.
Beverly Farms Mass.

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CINERARIA

	1/2 Tr.	Tr.
Pkt.	Pkt.	Pkt.
Grandiflora Prize, Dwarf	\$0.60	\$1.00
Grandiflora Med. Tall60	1.00

DAISY, DOUBLE ENGLISH

	Tr.	Pkt.	Oz.
Monstrosa Pink, 1/4 oz.	\$2.00	\$0.50
Monstrosa White, 1/4 oz.	2.00	.50
Monstrosa Mixed, 1/4 oz.	1.75	.50
Longfellow Pink40	\$2.00	
Snowball White40	2.00	
Mixed30	1.50	

MYOSOTIS

Alpestris Victoria25	1.25
Eliza Fanrobert25	1.25

PANSY SEED

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt. 30c; 50c per tr. pkt.; 1/4 oz., \$1.25; \$7.00 per oz.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; \$2.50 per oz.

Giant Sorts in Separate Colors

PRIMULA CHINENSIS

Alba Magnifica	\$0.60	\$1.00
Chiswick Red60	1.00
Duchess60	1.00
Holbron Blue60	1.00
Kermesina Splendens60	1.00
Rosy Morn60	1.00
Prize Mixture60	1.00

PRIMULA OBCONICA GIGANTEA

Lilacina. Lilac	\$0.50
Kermesina. Crimson50
Rosea. Pink50
Alba. White50
Hybrida Mixed50

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

MICHELL'S SEED HOUSE

518 Market Street Philadelphia, Pa.

FIELD DAY OF ROSE LOVERS.**The American Rose Society Meets at Washington.**

June 2d was indeed an ideal Rose Day in Washington. D. C. About 100 members of the American Rose Society registered at the store of Gude Bros. before 10 A. M. Automobiles were waiting to take the party to the Rose Test Gardens. The roses in the garden were at their best, and the party spent two most pleasing hours enjoying the abundance of rose bloom. The climbing varieties were not in full bloom but the Teas, Hybrid Teas, Polyantha and Rugosas were magnificent.

On the day previous a committee consisting of Dr. B. T. Galloway, chairman, L. C. Corbett, F. L. Mulford, W. Van Fleet and D. N. Shoemaker made a careful survey of the garden. The committee reported that they found the garden in generally good condition. The season has been backward, consequently roses are from ten to twelve days late. There is very little mildew. The severe winter injured a good many of the varieties. The committee considered only the varieties now at their best. Of the Pillars, Scheila Wilson, Paul's Scarlet Climber, and Paul's Carmine Pillar were scored the highest. Of the Baby Ramblers the following were particularly good: Yellow Baby Rambler, Triomphe Orleanais, Mrs. W. H. Cutbush, Gruss an Aachen, Echo, Marie Pavie, Clothilde Pfitzer, Schneekopf. Of the Teas and Hybrid Teas the following were given special mention: Ophelia, White Killarney, Konigan Carola, Lady Alice Stanley, La Tosca, Lady Ursula, Lady Ashtown, Gustav Grunerwald, Killarney Queen, Gruss an Teplitz, Avoca, Red Radiance; and of the Hybrid Perpetuals the committee made special note of Maharajah, Pierre Notting, General Jacqueminot, J. B. Clark, Mrs. Sharman-Crawford, Paul Neyron, Victor Verdier, and Frau Karl Druschki. The committee made special note of the following Moss: Luxemburg, Briers, Flora McIvor, Julia Mannering, Anne de Geiristein, Bradwardine, Green Gra-

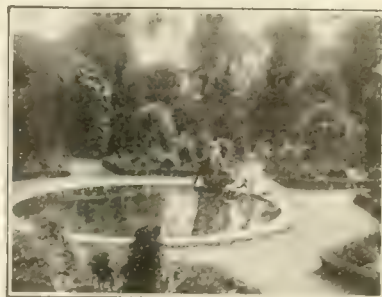
varian, Rugosa No. 14668 (Van Fleet), Rosa Parfume de la Haie, Amelia Gravarian and Rugosa prostrata. There are in the garden 403 varieties of roses as follows:

Hybrid Perpetuals.....	51
Hybrid Teas and Teas.....	154
Bush Rugosa Hybrids.....	27
Climbing Wichuraianas.....	66
Baby Ramblers D. Multiflora..	30
Climbing Tea Hybrids.....	14
Climbing Noisette Hybrids....	12
Climbing Multifloras.....	36
Climbing Setigeras.....	5
Climbing, miscellaneous.....	8

403

From the garden the party was taken through the Arlington Cemetery, stopping at the new Memorial Stadium and at Lee's Mansion. They then went to Mrs. Bell's beautiful home at Twin Oaks where an hour was spent in the garden and in enjoying the hospitality of Mrs. Bell. Refreshments were served on the broad verandas at Twin Oaks, after which Mrs. Bell showed the visitors through the garden. Returning to the house Mr. Gude addressed Mrs. Bell stating that the American Rose Society through its president, Mr. Pyle, wished to express its appreciation of her hospitality. President Pyle then stated that because of Mrs. Bell's repeated hospitality and especially because of her interest in rose progress as manifested by her gift of the Hubbard Memorial Gold Medal, the Executive Committee had unanimously voted to confer on her an honorary membership. He asked Mrs. Bell to accept this membership as a slight token of the appreciation of the American Rose Society. Mrs. Bell graciously accepted and thanked President Pyle for the honor conferred upon her.

The party then returned to the Ebbitt House where luncheon was served. The tables were beautifully decorated with Red Radiance. In the somewhat formal after-dinner speaking W. F. Gude presided, and first introduced Professor Corbett, asking him to speak



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at the Nurserymen's Convention

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WOODMONT NURSERIES, INC.

NEW HAVEN, CONN.

on the development of the Rose Test Garden. Because of trouble with his voice Professor Corbett asked to be excused.

J. Horace McFarland was then introduced and spoke on "Hugonis and Its Hybrids." After discussing the beauty and hardiness of the typical Hugonis, Mr. McFarland spoke of the wonderful work Dr. Van Fleet has done in producing hybrids of this species; he also expressed the appreciation of the American Rose Society for the splendid work the Department of Agriculture is doing in developing roses.

"FRANK H. DUNLOP"

We are now catching up with our orders, and now offer for immediate delivery:

	Per 1,000
5000 F. H. Dunlop, 2½ in. own root.....	\$300.00
3000 " " 2½ in. grafted.....	375.00
5000 Columbia, 2½ in. own root.....	150.00
1000 American Beauty, 4 in. own root.....	200.00

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MADISON

NEW JERSEY

HORTICULTURE

Established by William J. Stewart in 1904

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Entered as second class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Window boxes are appearing on every hand and apparently the tendency to embellish public and commercial buildings as well as private homes with flower boxes of this kind is again making itself felt. This tendency had assumed large proportions before the war but of course was held in abeyance while the great conflict lasted.

This is a feature of floral decoration which florists can well afford to cultivate. Occasionally in the case of a big building like the Filene store in Boston, the furnishing of plants and their care throughout the summer comes to an item of considerable proportions.

One advantage of these window boxes when displayed by hotels, stores and other commercial establishments is that it awakens an increased interest in the eyes of private customers and encourages them to start window boxes of their own. It would seem as though much could be done along this line by town florists if they could get their local papers to publish an occasional article on window boxes; what to use in them and how to care for them. It has been pointed out in HORTICULTURE before that the cooperation of newspapers is of the greatest value in helping florists, and the florists have an opportunity of securing this cooperation which is denied to men in most other lines of business.

Certainly interest in flowers is growing apace among all classes of people. This is indicated just now by the activities of the garden clubs, and especially by the numerous flower shows which are being held. Various cities are coming to prize the reputation which they are winning among flower lovers, and Harrisburg, Pa., is one of these. Probably Harrisburg is best known now to the majority of people in the horticultural world as the home of J. Horace McFarland, editor of the Rose Annual; but it is holding its annual rose show, which bids fair to become an event of importance each season. One of the Harrisburg papers prints the following in a leaded editorial, which is good advertising:

"Perhaps Harrisburg can never expect to be the 'Rose City' as Portland, Oregon, but it can very easily attain a

distinguished position if it goes even more strongly for roses and other flowers. It has been said that in the person who has no interest in babies, music or flowers—one of this trinity—there is something fundamental lacking. Flowers then offer one medium of escape from this defect. They are not only a joy to their growers, but they make for a more beautiful city, a better grade of citizenship, a finer outlook on life in all its profound recesses."

The quarantine mania seems to be sweeping over all the countries in which horticulture is an item of importance. It is now very much to the front in France, with the

result that growers are very much aroused over the situation. The matter was frankly and promptly discussed at the second meeting of the Federation Horticole Professionnelle Internationale held in Ghent last month. French representatives present stated that the various horticultural associations had not been consulted in the matter of the prohibition order which has been issued by France excluding imports of plants and flowers from all countries. They said that they were distinctly against any such prohibition as they had already felt the effects of the American act and desired to work amicably and freely with allied countries. The French order is a drastic one, and hits particularly the Belgian growers who have already been badly handicapped by quarantine 37 in this country. France has been their important customer for azaleas, rhododendrons, hydrangeas, palms, and other pot plants. As a matter of fact, the action of the French government seems quite as short sighted as that of the Federal Horticultural Board in Washington, because many of the articles prohibited are kinds which are needed in the process of business reconstruction in the devastated areas of France. These things were ruled out as luxuries. As a matter of fact, the common pot plants and flowers are purchased and used by all grades of society and are considered as little less than necessities. Just how the matter will work out eventually no one can say, but the British seem to have the cards in their own hands, and if they so desire can retaliate very much to the disadvantage of France, because while comparatively few plants and flowers are sent to France from England, the imports into England from French territory are very considerable, and a retaliatory spirit would cause France to suffer more than England.

Numerous echoes of the peculiar Dutch bulb situation in Holland have been coming to this country, although buyers here have not been affected to so great an extent as those in England. Apparently there has been a steady game of bluffing for the last year, which has accounted in part for high prices. Now things are breaking. America and Scandinavia have bought less bulbs this season than the year before, while Russia, Austria and Germany have been out of the market. The Dutch Bulb Exporters' Association has had control of affairs, but there seems to be a strong tendency on the part of several members to break away, with the result that prices are likely to drop. In any event, the gambling in bulbs which has been going on in Holland for some time seems to have been stopped to a large extent. Last year, according to all accounts, Haarlem was a hotbed of speculation and feverish buying at this time. This year nothing of the sort is to be found, resulting from the fact that competition among exporters for stock is much less intense, and indicating that the failure of America, England and other countries to buy up to the expectations has felt, as well perhaps as showing, that a more normal condition prevails. As a matter of fact, stocks are said to be ample and the bulbs in good condition, due to an early and fairly long season of growth, with plenty of rain and sunshine.

Quarantines abroad

Dutch bulbs

Advertising with flowers

STRAY NOTES ON SWEET PEAS.

By George W. Kerr.

The flower lover, especially he who makes a hobby of any one flower, is always interested in new varieties, therefore to those who have not had an opportunity of testing, or seeing the majority of the later introductions, the following notes may be of some value. The novelties I refer to in this case are, of course, Sweet Peas, of which quite a number of exquisite sorts have been put in commerce during the past few years. Owing to the conditions which prevailed during the past two seasons the pressing need of concentrating on, and if possible, enlarging the utilitarian part of the garden, (in so many gardens flowers having to make way for food crops) has naturally resulted in retarding our acquaintance with flower novelties. Happily we are gradually getting back to normal conditions when flowers will once more hold their rightful place in the garden, and novelties of merit will be eagerly welcomed.

The varieties named are only a few of the many I have passed through my hands during the past two years. They are, however, in my opinion the best of those I have been privileged to try out.

Elegance is a winner in the lilac blush section in which Agricola so long held sway. It is an extremely vigorous grower, most free flowering, bloom of great size and invariably borne four on a stem. Whether for garden or exhibition purposes this is well worth a place in even the smallest collection.

Mrs. G. W. Bishop is a distinct shade of cerise, in fact quite a new color in this section. With flowers of good size, it makes a first-class exhibition variety, though I much prefer Hope, the color of the latter being more pleasing, while the flowers are quite as large and it is a splendid "doer."

Sparkler is a strong rival for the place previously held by Dora. Most floriferous, a strong grower, with flowers of great size, the color is a pleasing shade of rose-pink and cream. Recommended for garden and exhibition.

Tangerine is decidedly the best orange colored self; in size of flower and freedom of bloom, easily head and shoulders above its nearest rival. The color is rich warm orange without any suspicion of pink or scarlet. Must be included in any "best twelve" collection.

Valentine is a charming shade of blush pink, and worthy of a place in all collections. The flowers are large and beautifully formed.

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PEAS, BEANS, CORN AND VEGETABLE SEEDS
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Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
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Salvia, Petunia, Verbena, Salpiglossis, Asparagus,
Cosmos, Candytuft, Snapdragon, Lobelia,
Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias,
Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 3-9 Case 250; per case,
\$50.00.

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Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

Cecily is a pleasing shade of light cream pink. First-class under perfect weather conditions though inclined at times to become rather "washy."

Liberty is quite a good salmon self, slightly deeper in color than Barbara.

Mrs. Tom Jones is a decided acquisition in the light blue section. Of good size, plenty of fours, and a sturdy grower. A fine shade of clear light blue, it is a leader in this section.

Alex Malcolm is, so far as color is concerned, in a class by itself, and may be described as a glowing scarlet-cerise. Outstanding in every way. It was raised by the celebrated Scotch Sweet Pea expert and named after him by the firm to whom he sold the stock.

Royal Salute, a deep fiery cerise, is another outstanding novelty. Flowers of good size and magnificent form, the color becoming intensified in bright sunny weather.

Excelsior is another good cerise but it appears to lack size and as noted I was not particularly impressed with its qualities when compared with others of practically the same shade.

Jack Cornwall V. C. So far this is the best dark blue. The flowers of dark blue varieties have been on the small side but in this novelty we get size of bloom and a particularly rich deep shade of blue. This is a quite an advance.

King's Lavender. This is a really first-class lavender lacking any rose suffusion, therefore clear in color. Flowers large and usually borne in fours. I was particularly well pleased with this novelty.

Edith Cavell. Color a rich shade of rose-pink on cream. Most attractive and pleasing but I prefer the next named.

—American Sweet Pea Bulletin.



"The Telegraph Florist"

Member of Florists' Telegraph Delivery

**124 TREMONT ST.
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H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery
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Randall's Flower Shop

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LEADING FLORISTS

38 Dorrance Street

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**Quality and Reliability
WARBURTON**

FALL RIVER, MASS.

Deliveries of Flowers and Plants
in FALL RIVER and contiguous
territory.

The Beacon Florist
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Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Penn'a.
Prompt, Efficient Service Guaranteed.

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Opposite Christian Science Church
BOSTON, MASS.

MAURICE M. SAUNDERS
Manager for Wax Bros. 14 years
Telephones - - Back Bay 8241-58238

**Flowers Under
Glass**

If you are growing *Lilium speciosum* and *longiflorum* for summer flowering, give them a house without much shade, and be sure that at all times they have all the air they need. It is important to examine the pots two or three times a day in order that they may not lack for water, and when flowers begin to open the pollen must be removed before it discolors the petals. Green fly often does much damage in lily houses, and can be kept in subjection only by constant fumigation. On bright days until the flowers begin to open they should be well syringed. Probably some of the tall lilies will require staking. When the lilies are pretty well out, they can be shifted to a cool cellar. Now that the weather is warm the lilies may be expected to open rapidly and will require close attention.

This is an excellent time to buy small plants of vinca and English ivy, getting stock in 2 and 2½-inch pots and planting them out in the fields. Put them about a foot apart in the rows, and have two feet between the rows. Cultivation must be kept up, of course, all summer, in order to have good stock by fall, but they are not hard to handle except for hoeing. In September you can lift the plants and put them into 4-inch pots in a cool house. Many florists find a carnation bench a good place for them, allowing them to droop over.

Keep your sweet peas well cultivated, with a regular watering once or twice a week. This watering is of special importance when the weather is at all dry. If you want to force them along a little, use a little nitrate of soda and wood ashes between the rows just before applying the water.

You may find it necessary to do some more whitening on the palm houses, as the rain usually washes off much of the shading during the spring months. This is an important matter because with the coming of warmer weather many palms are easily scorched. When you go over the old stock washing both sides of the leaves, remove every defective leaf as you come to it. If you don't use too much pressure, an overhead hosing on

ALLSTON & BRIGHTON, MASS.

ROGERS FLOWER SHOP Member
F. T. D.
1231 Commonwealth Ave., Allston, Mass.

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581 MT. AUBURN STREET
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HALL, The Florist

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4 Main Street, **TAUNTON, MASS.**
National Florist for Taunton and Vicinity



GUDE BROS CO
1214 F ST NW
WASHINGTON DC

GUDE BROS. CO.
WASHINGTON, D. C.

Member Florists Telegraph Delivery

FLOWERS The Best at
The Lowest

The Largest Popular Price House in
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Send orders to
136 So. 52nd Street, Philadelphia.

Other Stores

13 So. 60th St., 212 E. Girard Avenue

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Member Florists' Telegraph Delivery.
Orders from all except members of
the F. T. D. must be accompanied by
remittance.

**JOHN BREITMEYER'S
SONS**

Cor. Broadway and Gratiot Aves.
DETROIT, MICH.

**Artistic Designs - - -
High Grade Cut Blooms**

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.
Members Florists' Telegraph Delivery
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KANSAS CITY

Transfer Your Orders to

SAMUEL MURRAY

1017 Grand Avenue

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IN THE

National Capitol

At your service to deliver Flowers or Designs on Order by Telegraph or otherwise. Prompt Reliable Service.

GEORGE H. COOKE

Connecticut Ave. and L St.
WASHINGTON, D. C.

"SAY IT WITH FLOWERS"

Max Schling
Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

DARDS FLOWER SERVICE

has spent GUARANTEED SATISFACTION for nearly FIFTY YEARS.

Regular European sailings now established. Let us fill your orders for Steamer Flower Buckets, Corsages and Artistic Boxes of Cut Flowers.

DARDS, Inc., Florist,
341 Madison Ave., New York

S. A. ANDERSON

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ANDERSON service means fresh, sturdy stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.

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OMAHA, NEB.

THE KNOBLE BROTHERS CO.

Flowers and Nursery Products

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We are well equipped to handle your orders.

1030 W. 26th Street CLEVELAND, O.

THE SMITH & FETTERS CO

735 Euclid Avenue

CLEVELAND, OHIO

Flowers of Every Kind in Season

PHILADELPHIA

CHAS. H. GRAKBLOW F.T.D.

Everything in Flowers

Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER, COLORADO

clear days may be given to advantage. In this way you can keep the foliage free from dust and also prevent the spreading of scale. Remember that the palms need plenty of moisture, and an abundance of air, now that the days are warm. By the end of the month the work of repotting large palms will be completed. When larger pots are not required, it is still a good plan to remove some of the old soil from the roots, replacing it with fresh earth. Fibrous loam, three parts well rotted cow manure, one part, with a 5-inch pot of bone meal to a barrow load, makes a good compost for palms.

Many florists find it a good plan to plant some of their side benches with 3½ or 4-inch stock of Boston ferns. In fact, the smaller sizes may be used to about as good advantage. Give a foot of space between the plants and shade the glass a little. Other growers plant out the ferns in frames, and this plan is not to be overlooked, although quicker results are obtained by bench culture indoors. Remember that the small ferns should never be allowed to get dry at the roots, for the effect will soon show on the foliage. You will need to give them a good syringing morning and afternoon, and shift them as fast as they need attention until you have them in from 5 to 7-inch pots.

This is a good time to make a compost heap, and it pays every grower to have an abundance of compost always ready. Never handle the soil when it is wet, however. This mistake is often made, but the results are bad. Have a dry place for the soil pile and have enough to last until fall.

SQUIBS.

Seed dealer—I would like a few colored illustrations of radishes and tomatoes.

Artist—Life size?

Seed dealer—No, catalogue size.

May has departed, and about the only good thing we can say of it is that it contained five pay days.—
Boston Transcript.

CLEVELAND

A. GRAHAM & SON

5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

DAVID CLARKE'S SONS

Deliver orders from any part of the country to

New York City

Write or Telegraph

2139-2141 Broadway, - New York

Telephone 1552-1553 Columbus

KOTTMILLER, Florist

426 Madison Ave. and 49th St., New York. Also Vanderbilt Hotel

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Out-of-town Orders Solicited. Location Central. Personal Attention.

Member F. T. D. Asso.

G. E. M. STUMPP

761 Fifth Ave.

NEW YORK CITY

Member Florists' Telegraph Delivery Asso.

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass.

THE J. M. GASSER COMPANY,

CLEVELAND

Euclid Avenue

The Far-Famed Flowers of

TORONTO

Delivered on mail or telegraph order for any occasion, in any part of the Dominion.

JOHN H. DUNLOP

8-10 West Adelaide St. - TORONTO, ONT.

When writing to advertisers kindly mention HORTICULTURE

CORNUS CONTROVERSA.

This is a widely distributed tree in Japan, Korea and western China. In western Szech'uan Wilson photographed a specimen sixty feet high with a trunk seven feet in girth. In the Cornus collection on the right-hand side of the Meadow Road plants raised from seeds collected in western China by Wilson in 1907 are now in bloom, but the largest of these Cornels in the Arboretum is in the Peters' Hill Nursery. This plant was sent here in 1913 by the Park Department of the City of Rochester, New York; it is now about twenty-five feet high with a short trunk and a head twenty-six feet in diameter; the branches are long, crowded, and spread at right angles with the stem, drooping slightly at the ends, the lowest sweeping the ground. The upper side of the branches is thickly covered with the flat flower-clusters six or seven inches in diameter, and raised on erect stems. The flowers are white or white faintly tinged with yellow, and are followed by black shining fruits which are eaten by the birds as fast as they ripen. As it grows on Peters' Hill this Cornel is a magnificent plant and the handsomest of the genus in the Arboretum with the exception of the species with white floral bracts represented here by *Cornus florida* and *C. kousa*.

To the student of botanical geography *Cornus controversa* is interesting as another living witness of the relationship between the floras of eastern Asia and eastern North America. For in the genus *Cornus* with many species there are but two with alternate leaves, *Cornus controversa* in eastern Asia and *C. alternifolia* in eastern North America. *Cornus controversa* was growing in the Veitche's Nursery near London in 1880, but it has remained little known or understood in gardens owing to a confusion of this species with *Cornus macrophylla*, a Himalayan and eastern Asiatic tree with opposite leaves. Other trees which add beauty and interest to the Arboretum at this time are three *Viburnums*, the eastern American *V. prunifolium*, which has already dropped its flowers, and *V. Lentago*, and the Japanese *V. Sieboldii*.

Not many small trees are more useful than these American *Viburnums* for the decoration of American parks and gardens, and fortunately nurserymen realize this fact and now grow them in large quantities, especially *V. Lentago*. The flowers of *V. prunifolium* are whiter than those of *V. Lentago* which are faintly tinged with yellow, but the flower-clusters and the leaves of the latter are larger.

Get Ahead

Sow Now For Next Christmas

PRIMULA CHINENSIS

	Per 250 Seeds		Per 250 Seeds
Farquhar's Giant Pink	\$2.00	Farquhar's Giant Duchess (White with pink zone, primrose eye)....	\$1.75
Farquhar's Giant Salmon	2.00	Farquhar's Giant White	2.00
Farquhar's Ruby Queen	1.75		
Farquhar's Giant Red	1.75		

Sow Now For Strong Spring Plants

ANTIRRHINUM

Giant Rose Pink	1/4 oz., .60	Giant Yellow	1/4 oz., .60
Giant White	1/4 oz., .60	Giant Scarlet	1/4 oz., .40

CARNATION MARQUEEITE. Farquhar's New Giant Mixed,

1/16 oz., \$1.25; 1/4 oz., \$2.00

LOBELIA. Farquhar's Dark Blue, Dwarf.....1/4 oz., \$0.85; 1/4 oz., \$1.50

PETUNIA. Farquhar's Ruffled Giants Mixed.....1/16 oz., \$4.00

SALVIA SPLENDENS BONFIRE 1/4 oz., \$1.00; oz., \$3.75 |

SALVIA SPLENDENS COMPACTA 1/4 oz., \$1.00; oz., \$3.50 |

SALVIA SPLENDENS 1/4 oz., \$0.75; oz., \$2.25 |

SALVIA ZURICH 1/4 oz., \$1.50 |

VERBENA. Farquhar's Giant Blue, Pink, Scarlet, White,

1/4 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00

VERBENA. Farquhar's Mammoth Hybrids Mixed,

1/4 oz., \$0.35; 1/4 oz., \$0.60; oz., \$2.00

VINCA. Bright Rose, White with rose eye, Pure White.....1/4 oz., \$0.50; oz., \$1.75

R. & J. FARQUHAR COMPANY

BOSTON, MASS.

STUMPP & WALTER CO.

Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

Bolgiano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A
CENTURY

Special Price List to Florists and Market
Gardeners. Write for a copy at once—it
will save you money.

J. BOLGIANO & SON
BALTIMORE, MARYLAND

EVERYTHING IN CUTTINGS AND
SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

ROMAN J. IRWIN

IMPORTER

43 West 18th Street NEW YORK

The *prunifolium* is more inclined to grow with a single trunk than *V. Lentago* which is often a large arborescent shrub.—*Arnold Arboretum Bulletin*.

Pintozzi Bros. are to open a retail store on Van Buren street, near Washburn avenue, Chicago. It is said that a 10-year lease will be made, with a rental of \$18,000.

GARDEN SEED

BEST, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
82 Deg St., NEW YORK and ORANGE CONN.

SEEDS, BULBS, PLANTS

JOSEPH BRECK & SONS, CORP.

47-49 North Market Street
BOSTON, MASS.

W. E. MARSHALL & CO.

SEEDS, PLANTS AND BULBS

Horticultural Sundries

166 W. 23rd St., NEW YORK

RICHARD H. LOVE.

Richard H. Love, 14 Elmsmere avenue, Lynn, Mass., died recently, after a lengthy illness. He was a resident of Lynn 35 years, and he conducted a florist business on Michigan avenue, East Lynn, for 25 years. He won many prizes at flower shows in Boston. He is survived by his wife Mrs. Love and a sister living in Dorchester.

Little Talks on Advertising

Some especially good advertising has been coming out of Detroit recently. One of the most striking is that of Fetters, of Adams avenue E. and Woodward street. This advertisement is reproduced herewith in order to illustrate its unconventional character. Without saying much about it, it suggests flowers for June weddings, and while very simple in its design is certain to attract attention in a pleasant way. The Bluebird tag which Mr. Fetters uses is another excellent idea. Its constant use makes it very familiar to the public and becomes invariably associated with the Fetters business

The Strand Co., of Detroit, often gets out artistically composed advertising copy and succeeds in enlisting the co-operation of the printer to the extent of having it set up in attractive type. In the firm's Mother's Day advertising it had what seemed to me like a happy thought, which was expressed as follows:

"There is individuality in flowers as well as in persons. To artistically express the sentiment of Mothers' Day in flowers is a privilege our artists take pride in executing." To people who prize quality and like to have some-

thing a little out of the ordinary, this simple paragraph makes a strong appeal, for it suggests that the flower offering, whatever it may be, will be prepared by an expert and will show character as well as good taste, the latter always being expected, while the former is often missed.

It is the height of folly to write over the heads of your prospective custom-

ers or to deal in phrases which they do not understand. Good, plain English, expressing an appeal which will go to the hearts of the readers, is what makes advertising successful. A recent expert expressed his opinion of the matter as follows in the Retail Public Ledger:

"The advertiser must do more than study advertising. He must study man—and especially woman. Advertising is successful only in so far as it strikes the responsive chord of public opinion. As good advertising is inseparable from the store itself, at all times it must co-ordinate its appeal with the spirit and purpose of the establishment behind it.

The public be served. That is the slogan of intelligent advertising. The advertiser who has grasped this fundamental principle goes about the preparation of his message with his mind concentrated on the recipient of the message. He thinks less about how he is going to tell the story than about how the reader is going to listen to it. He has in his mind's eye the typical man or woman he expects to read his ad., and strives to reach that person's interest and reason in the most direct way."

After 27 years of business, Mr. George Waldbart, of St. Louis, has retired, but the business will be continued by his former employees on a percentage basis, and the firm will be known as the George Waldbart Floral Co.

Forcing Bulbs

IMPORTED, DOMESTIC. COLD STORAGE.

For every month in the year we have something to offer the grower. Prompt shipments on seasonable stock. Information and prices on future crops maturing. — WRITE US —

CHICAGO **Vaughan's Seed Store** NEW YORK
WRITE OR CALL

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, CHRYSANTHEMUMS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6267 5948 **WELCH BROS. CO.** 262 DEVONSHIRE STREET BOSTON, MASS.

Look for the Blue Bird Tag



Flowers for
All Occasions

**Bridal Bouquets
and Table Decorations**

TRY SAYING IT WITH

FETTERS FLOWERS

17 Adams East

Two Stores

1635 Woodward

RAMBLING OBSERVATIONS OF A ROVING GARDENER

Every year gardeners in New England are impressed with the lack of hardiness and vigor in most of the rhododendrons which are in cultivation. A hardier race is needed for colder sections of the country. Rhododendrons under present conditions are much less satisfactory than is to be desired. This fact is evidenced by the condition of the plants at the Arnold Arboretum this season. While they are making an attractive display to the eyes of the layman, the observant gardener notices that they are patchy and by no means up to standard. None of the plants were killed outright by the severe winter, but many had their branches broken down by the weight of the snow and ice, while the flower buds of some of the hybrids were injured. *Rhododendron carolinianum*, from the southern Appalachian mountains, which was introduced some years ago, and had been featured by Harlan P. Kelsey, of Salem, has proven itself a good New England subject. In the Arboretum it was the first species to open its buds this year, and the small, rose colored flowers made a good appearance. Some forms of hy-

brids of *R. caucasicum* were almost as early, and in the opinion of Professor Sargent, *Boule de Nieve* is the most satisfactory of these plants for immediate cultivation. It has proven itself entirely hardy and seldom fails to flower. *Mt. Blanc* is also satisfactory, and while somewhat dwarfer than *Boule de Nieve* has larger flowers. *R. Smirnowii* came through the winter without any injury to the buds, and has been blooming well the last two weeks. Its handsome pink flowers make a very desirable rhododendron for Massachusetts gardens, and it seems to have possibilities for hybridizing because the heavy felt covering on the under part of the leaves renders it immune to all attacks of the lace winged fly.

The display of rhododendrons at the Arnold Arboretum was enjoyed Thursday by many people who participate in a public walk conducted by Professor J. G. Jack, of the Arboretum staff. These walks, by the way, have served as a pleasant introduction of the Arboretum to a great many people, and Professor Sargent, the director, has been warmly commended for making

them possible. Even with a guide book it is difficult for strangers to appreciate all that the Arboretum offers, but with an authority like Professor Jack pointing out the shrubs of special interest, a walk through the grounds becomes a rare treat.

One will have to go far to find a more enterprising body of men than the Chicago Florists' Club, and one of its activities this season has revealed this fact even to the general public. Mention has already been made in *Horticulture* of the action of the club in distributing booklets on spraying and on the making of vegetable gardens in order to promote the cultivation of vegetables in a much greater degree this season, when food products are sure to be badly needed. A copy of "Garden Pests and Their Control," one of the booklets which is being put out, has come to hand, and is found to be remarkably complete and valuable. Among other things this booklet contains sixteen pages given over to colored plates depicting almost all of the insect pests which feed on vegetables, fruit trees, berry bushes and grape vines. With these plates one can readily identify any bug or worm which he is likely to encounter in his garden operations. He will also find carefully colored illustrations of fungus troubles. Altogether this booklet on garden pests which is gotten out by



Well Grown Rhododendrons Make a Gorgeous Display

BOSTON FLORAL SUPPLY & SNYDER CO.

Wholesale Florists

15 Otis—96 Arch St.

BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the East.

Manufacturers of artificial flowers, baskets, wire frames, etc.

WILLIAM F. KASTING CO.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

Would like to handle consignments from growers of good
Snapdragon and novelties.

HERMAN WEISS, Wholesale Florist

55 West 26th Street, New York City

PARCEL POST BOXES

GET OUR LIST

Climax Manufacturing Company

Makers Highest Grade

FLORIST BOXES

CASTORLAND

NEW YORK

the Corona Chemical Co., of Milwaukee, Wis., is to be highly prized by all gardeners who possess it, as offering them important first aid in dealing with garden difficulties of all sorts.

More and more are women showing an interest in horticultural matters from a professional viewpoint. The various horticultural schools for women are being well attended, and some of the agricultural colleges are now providing for women students. At a recent meeting of the Worcester Garden Club, Mrs. Crocker, of Brookline, made an appeal for the interest and support of Worcester women in the new dormitory for women at Massachusetts Agricultural college. The legislature, it seems, has granted an appropriation much smaller than that asked for and equal only to building a very modest dormitory for the housing of 98 students. The equipment for the building must be furnished by funds raised among people interested in the project of training women in farming and dairying. Mrs. Crocker's appeal was forcefully and interestingly made, and her charming personality lent pleasantness to the usually unpleasant task of asking for money. Her suggestion was that Worcester women who are fond of motoring, should drive up to Amherst

some afternoon and look over the site and building to see for themselves how beautiful is the country about there, and how necessary is the proper furnishing of the house.

DROWSY FLOWERS.

The South African flowers which are opening their eyes at Hillcrest this summer are drowsy or 'sleepy' flowers. They shut up at night and do not fully wake unless it is a bright, sunny day. The blue daisies or charies have a peculiar way of going to sleep. They roll up their blue rays close to the yellow disk so that early in the morning all that one sees is the yellow centre, then as the sun comes out they spread their rays. Some of the charies have blue disks, some yellow. The iceplant or mesembryanthemums, the seeds of which were sent us, vary much in color, pink with a white eye, buff, white, salmon-color and crimson. The dimorphotheca are a pure white, larger than an oxeyed daisy or white weed, and with a dark plum centre. They also close together at night, but do not curve back their rays like the charies. The senecis elegans or ragwort does not close its aster-colored flowers but holds them open in pretty, loose corymbs. It is a flower which teases one in the garden as to the color of the vase in which

it could most becomingly be placed should it be a soft cream or a dull gray or green best to set off its charms. Like the Cercis or Judas tree it needs its especial setting.

These flowers of the sunshine we are told grow in a climate where the winters are like those of central or southern California, with very little or any frost. The letter from which this account of the climate was written was dated Mulders Vlei, Cape Province, South Africa, April 2nd, 1920, and continues, "My garden is now quite gay with autumn roses, zinnias and verbenas. Chrysanthemums are now about to blossom. The native flowers or annuals must soon be planted."

Just now I saw two boys on their way to the aviation field looking at my garden. I called their attention to the mesembryanthemums and told them that those flowers went to sleep in Africa and that they had waked up in Weston. How little conscious they had been of the time they went to seed and rose again in Weston.

M. R. CASE

Hillcrest Gardens.
June 13th, 1920.

Horticultural Books

For Sale by

HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual. Elmer D. Smith	\$0.50
The Chrysanthemum. Herring-ton50
Commercial Carnation Culture. Dick	1.50
Commercial Rose Culture. Holmes	1.50
Violet Culture. Galloway	1.50
Greenhouse Construction. Taft ..	1.50
Sweet Peas up to Date. Kerr ..	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kains ..	2.00
Plant Pruning. Kains	2.00
Book of Garden Plans. Hamblin ..	2.00
Landscape Design. Hubbard ..	6.00
The Art of Outdoor Rose Growing. Thomas	6.00
The Home Vegetable Garden. Krum	1.00
Vegetable Gardening. R. L. Watts	1.75
Parsons on The Rose	1.00
Principles of Floriculture. E. A. White	1.75
Foundations of American Grape Culture. Munson	2.00
Plant Materials of Decorative Gardening. Trelease	1.00
Aristocrats of the Garden. Willson	5.00
Bailey's Cyclopaedia of Horticulture, 6 volumes	\$6.00

George Watson's Corner

"You in your small corner and me in mine."

Charles P. Poryzees has had to move from his old location 15th at Chestnut street on account of building alterations. The Polies and Poryzees forces are now combined at 1420 Chestnut street.

J. Horace Macfarland diffused sunshine among his fellow rose lovers here the other day. We learn indirectly that there are other things besides the billboard that excite his Penellian indignation. This time it is the Social Tramp, that needed some explanation to us common mortals. He explained that it meant a wealthy person with no responsibilities. A rich hobo who wouldn't even join the Rose Society. Put him in the stocks! Twenty-five years ago a noted legal luminary of Philadelphia said that a man who didn't work, no matter how much money he had was a bum. J. Horace says it in more polite language than did Robert Lester Smith.

Samuel S. Pennock has been a busy man the past week or two. In addition to hard labor and much mental strenuousness at the flower show in his home borough of Lansdown on the 5th he was a figure on the 10th at the Reading show and on the 11th at Harrisburg. At the latter city he was a specially appointed judge in the rose section.

Early closing for the summer commences this year in the Pennock, Niessen and other cut flower markets on Monday the 21st inst. Daily 4 P. M. except Saturdays. Saturdays 1 P. M. Closed all day July 5th—as Independence Day comes this year on a Sunday.

The employees of the Leo Niessen Company spent Sunday, June 13, as guests of the renowned Lilac grower Mr. Wm. F. LaCroix at his home in Buena, N. J. A special car attached to the 9 o'clock express to Atlantic City was chartered, and special arrangements were made for the train to stop at Buena. It was a merry part consisting of about 50 with a six piece orchestra to enliven the occasion that went on this trip. Mr. LaCroix had a large truck and six touring cars at the station to convey his visitors to his home, and after his

home was reached there was not a dull moment for anyone until it was time to leave in the evening. Everyone present enjoyed themselves to their full capacity. Mrs. LaCroix saw to it that the creature wants were well supplied, and the very best of everything was provided by her for that purpose. Mr. LaCroix was presented with a platinum stick pin, and Mrs. LaCroix with a gold bar pin as a little token of appreciation from their guests. The whole party agreed that they had a most delightful time, and that Mr. and Mrs. LaCroix certainly knew how to entertain their guests to make them want to come again. The orchestra furnished music all during the day. Dancing and other amusements were indulged in and refreshments were served continuously, and a big dinner was served about 4 o'clock. The arrangements at the Philadelphia end were capably taken care of by Harry Eisele. The presentations were made by E. P. Klinger, and Mr. LaCroix responded for himself and wife in his happiest vien.

Visitors—E. P. Hosbetter, Manheim, Pa.; F. L. Wertz, Roanoke, Va.; L. B. McCausland, Ross Bros. Seed Co., Wichita, Kans.; M. C. Wright, Lord & Burnham Co., Chicago, Ill.

Berger Bros are now comfortably established in their new quarters at 1609 Samson street. Outside and inside there is an air of finish and prosperity that is very cheering. The firm leases the whole of the three story building but sub-lets the two upper floors. An increase in their staff, among whom we notice the familiar face of Stuart Miller, a well known live wire, has

been necessary recently to take care of this rapidly increasing business. We extend our congratulations and best wishes.

George Auegle leaves on the 19th inst. for a ten-day vacation at the seashore. He has been up against it physically the past year with the flu, and lumbago and other ills, and will enjoy the salt sea breezes which we trust will do him a power of good.

GENERAL NEWS NOTES.

The Malvern Flower Shop has opened for the summer at Bangor, Me., being in charge of Mrs. Margaret Dyer.

Hoffman, the florist of Boston, has again opened his Swampscott store, which is well stocked and makes a handsome appearance. He recently had the decorations for an important affair held by the Carpenter-Morton Co., Swampscott.

The tenth annual convention of the California Association of Nurserymen will be held at Fresno, Nov. 11-13.

A meeting under the auspices of the American Flower Growers' Association is to be held at the old Kellogg Greenhouses, Pleasant Hill, Mo., on July 4. It is expected that a local organization will be formed at that time, and J. P. Ammann, of the National Association, will probably be on hand to make one of his rousing enthusiastic talks.

Baur & Steinkamp are erecting another large greenhouse at Indianapolis, putting it up directly over a carnation field, which will save much replanting.

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ARNOLD ARBORETUM HYBRIDS.

Except with roses, no attempt has been made at the Arboretum to produce hybrid trees or shrubs. Several hybrids, however, have appeared here from time to time, and the following, of which descriptions have been published, or will be published, are now well established here. Such hybrids are always interesting, and among those which have appeared in the Arboretum are a few which are more valuable than their parents, and in two instances at least the handsomest garden plants in the genera to which their parents belong. The Arboretum hybrids are *Pterocarya Rehderiana*, *Sorbus arnoldiana*, *Forsythia intermedia*, *primulina*, *Malus arnoldiana*, *Malus rubriflora*, *Malus Dawsoniana*, *Prunus arnoldiana*, *Pyrus congesta*, *Cornus arnoldiana*, *Betula Jackii*, *Viburnum Jackii*, *Berberis notabilis*, *Lonicera amoena arnoldiana*, and *Aesculus Harbisonii*.

Another Barberry, *Berberis ottawensis*, believed to be a hybrid of *Berberis Thunbergii* and *B. vulgaris*, which was first described from a plant in the Arboretum connected with the Dominion Experimental Farm at Ottawa, has appeared several times among seedlings in this Arboretum where it has proved to be a handsome and distinct plant. There is a large specimen of this hybrid on the right-hand side of the entrance to Azalea Path from the Bussey Hill Road. The most valuable of the Arboretum hybrids for general cultivation in this part of the world are *Pterocarya Rehderiana*, *Malus arnoldiana* and *Sorbus arnoldiana*. The *Pterocarya*, which is evidently a hybrid of the Caucasian *P. fraxinifolia* and the Chinese *P. stenoptera*, is much hardier than its parents and has grown more rapidly in the Arboretum than any of the species of this interesting genus of the Walnut Family. Several of these hybrid plants appeared here in 1879 from seeds sent from the Arboretum Segrezianum in France as seeds of *P. stenoptera*, so that although the plants were raised here the crossing of the two species occurred in France. The grove of these trees which shades a stretch of Hickory path near Centre street is one of the most interesting and attractive groups in the Arboretum. The trees send up many suckers from the roots and for several years have flowered freely and produced fruit.

Sorbus arnoldiana, which appeared here in 1907 among seedlings of Chinese *Sorbus discolor*, is a fast growing, vigorous tree already nearly twenty feet tall, with smooth, lustrous, yellow-gray bark, erect branches forming a

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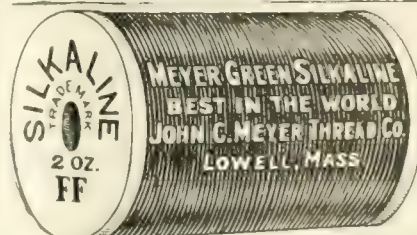
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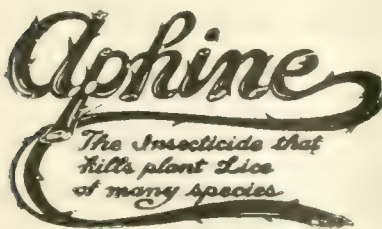
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broad compact symmetrical head, leaves with the narrow leaflets of Sorbus discolor, and the compact, slightly convex flower-clusters of Sorbus Aucuparia, as broad as those of S. discolor. The fruit is pink and in color unlike that of any of the species of Sorbus. This hybrid is the handsomest Mountain Ash in the collection where it has grown more rapidly than most of the species of the genus; and there now seems to be every reason to hope that it has enabled the Arboretum to add to the list of ornamental plants hardy in New England another tree as valuable as Malus arnoldiana. This tree, which appeared in the Arboretum many years ago, has been so often noticed in these Bulletins that it is not necessary now to more than repeat the fact that it is probably a hybrid of Malus floribunda and some other Asiatic Crabapple, probably one of the hybrids of Malus baccata; and that, in the judgment of many persons, it is the handsomest Crabapple now cultivated. Malus rubrifolia is the name which will be given to the hybrid Crabapple recently mentioned in Bulletin No. 5 of this volume. It finds a place in the list of Arboretum hybrids because it is now known that it was either raised from seeds gathered in the Arboretum or that it was a seedling pulled up from the neighborhood of the Arboretum plants of Malus Niedzwetzkyana. These Arboretum hybrids show that new plants may appear spontaneously in any large collection of cultivated plants, that such spontaneous hybrids are sometimes valuable and that others, although interesting, can add little or nothing to the beauty of gardens. They show, too, that if the fertilization of the flowers of one plant by the pollen from the flowers of a different species or hybrid can produce such results as Sorbus arnoldiana and Malus arnoldiana, systematic and intelligently directed hybridization might with the abundant material here produce plants more beautiful than any now known in our gardens.



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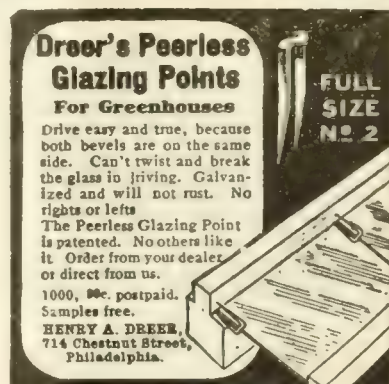
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Vol. XXXI

JUNE 26, 1920

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NEPHROLEPIS MUSCOSA. 3½ inch pots, 35c each; 5 inch, 75c each.
NEPHROLEPIS DWARF BOSTON. 6 inch pots, 75c each.
NEPHROLEPIS SUPERBISSIMA. 6 inch pots, 75c each.

BEDDING PLANTS, Etc.

ABUTILON Eclipse. Strong plants, 3½ inch pots, \$2.50 per dozen.
ALTERNANTHERA, paronychoides major. 2½ inch pots, \$6.00 per 100.
ANTIRRHINUM magus. Separate colors, 2½ inch pots, \$6.00 per 100.
BEGONIA Ertfordia. 2½ inch pots, \$8.00 per 100.
CANNAS, Beaute de Poitevine, Pierson's Premier, Florence Vaughan, Souv. D'Antoine Crozy. 3½ inch pots, \$15.00 per 100.
GERANIUMS, Double Scarlet, S. V. Nutt and assorted. Strong plants, 2½ inch pots, \$20.00 per 100.
IVY, ENGLISH. Strong plants, 4 inch pots, \$30.00 per 100.
IVY, GERMAN. Strong plants, 2½ inch pots, \$8.00 per 100.
LEMON VERBENAS. Strong plants, 4 inch pots, \$2.50 per dozen.
PEPPER PLANTS, Baby Bell. 2½ inch pots, \$4.00 per 100.
SALVIA splendens. 2½ inch pots, \$5.00 per 100.
TOMATO PLANTS, Crimson Cushion, Perfection, Ponderosa. 2½ inch pots, \$4.00 per 100.
VERBENAS, assorted. 2½ inch pots, \$8.00 per 100.
VINCAS, for bedding, separate colors. 2½ inch pots, \$8.00 per 100.
VINCAS, variegated, trailing for baskets, etc. 3½ inch pots, \$20.00 per 100.
ZINNIAS, Tall Double, separate colors. 4 inch pots, \$4.00 per 100.

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Alyssum, Double Giant; Ageratum; Dusty Miller; Achyranthos, assorted; Lantanas, assorted; Hardy English Ivy, assorted; Heliotrope, Vinca Variegata. All two inch, **\$2.75 per 100, \$25.00 per 1000.**

Hardy English Ivy, three inch, **\$4.00 per 100.**

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Department

NATIONAL PUBLICITY CAMPAIGN.

Not all the plays upon "Say it with Flowers" made by a friendly press come to the attention of our Promotion Bureau, but it is gratifying to realize that it is being used continuously, and in this way, we are helped in our efforts to perpetuate the best slogan ever created in the interest of an industry. It was even used by special writers in recording the doings of the recent Republican Convention, as the following taken from Neal R. O'Hara's columns, and published as syndicated matter in the New York Evening World, as well as many other newspapers: "The guys that framed the platform certainly 'said it with flowers.' There are plenty of bouquets for the 'G. O. P.'" The slogan was used the same week as a caption for a humorous illustration in "Life." In "The Youth's Companion" July Bulletin, a little monthly organ of the publishers widely circulated, a little squib suggests, "If you must protest against great wrongs and injustice on every side, why, 'Say it with Flowers.'" We are always pleased to note instances such as these, and we are sure all interested in our campaign share our pleasure. They prove beyond a doubt that our slogan has been accepted, and that our efforts to put it over have been successful. One of the clippings we have referred to was brought to us by a publicity expert of national reputation. "Your slogan is marvelous. Use it how you may, there is a suggestion of one of its many interpretations." He was right. Had our campaign no other result than the popularizing of this slogan, such result would have been worth all the hard work and expense entailed in accomplishing it.

Very many florists appreciate this success. Many more do not seem to realize our advantage and are apathetic in their views regarding our campaign. Surely, the time has arrived for shaking off this indifference, and warming towards our work. Our committee has been able to do in part what they started out to do. They could have accomplished all had they been given the support they had a right to expect. Instead of the good, deep scratch on the surface of the field of possibility now making itself apparent, the field might have been yielding a rich harvest for every

LILY OF THE VALLEY PIPS
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florist laboring in it and this harvest is yet within reach if the florists will but help. Instead of enjoying our benefits on the instalment plan, we could have them in a more appreciable way. If the committee's plans for our fall publicity can be carried out to the full, we can in the coming season accomplish completely what, so far, we have only been able to do in part. Our fund at this time only amounts to less than half of what was required. If all those who have not yet subscribed, would render the little assistance asked of them, it would not take long to make up for lost headway, and we would proceed to our goal conscious of the fact that success would most assuredly be ours. In your own interests, Mr. Non-subscriber, and in the interests of your industry, you should delay your support no longer. To make permanent the good effect of the campaign so plainly apparent, we must continue with our publicity work, and to do this we need money, your money, to help build up your business through the stimulation of a demand for flowers which until our campaign started was dormant indeed. Help us to help you.

JOHN YOUNG, Secy.

PREPARING PEONIES FOR THE SHOW.

Writing in the *Mineola Horticulturist* W. F. Christman, secretary of the N. Y. Peony and Iris Society says:

"Considerable experience is necessary to cut the flower just at the proper time, but by a little experimenting with the different varieties you will be able to arrive at the proper time. I had very good success last year by cutting the flowers just as they started to open, putting them in a pail of water and placing them in a large refrigerator in my neighbor's meat market. The temperature was about 40 degrees, and they kept nicely for over a week, some of them for a longer time.

"By holding your varieties back in this manner you will be able to stage an exhibit of early and late varieties that would be impossible under other conditions. Flowers so held can be watched and if you find some of the buds are not developing as fast as they should, they can be brought to the light and given more warmth, when they will readily respond. Flowers held in cold storage are usually removed the evening before the exhibition or very early in the morning the day you intend to display them and placed in the sun light where they will get plenty of warmth. Buds that seem to be slow in developing into an open flower can be hurried by gently shak-

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ing the stem, taking a firm hold of the same directly below the bloom.

"At a later date I intend to write an article on the handling of flowers in cold storage and will go into the matter in more detail. You will be surprised to see what satisfactory results can be obtained by using this method of holding in check your bloom. Very warm or hot water will often revive a flower that looks hopeless and put it in the prize winning class."

MRS. NORVAL E. KIRBY.

Lida Virginia Learned, wife of Norval E. Kirby of the firm of I. N. Simon & Son, the Philadelphia seedsmen, died at her home in Mt. Airy, near Chestnut Hill on the 17th inst. Mrs. Kirby had been a sufferer from tumor of the brain for several years and this and other complications finally carried her off. She leaves, besides her husband, two daughters, one five the other fifteen years of age. Interment took place at Ivy Hill Cemetery on the 20th inst. The sympathy of the trade is sincerely extended to Mr. Kirby and his sorrowing family in their great bereavement. Mr. Kirby is well known far beyond local lines, having been for many years a distinguished member of the forces of Peter Henderson & Co. before becoming a partner with Mr. Simon. Mrs. Kirby hailed from Danbury, Connecticut.

GENERAL NEWS.

In a recent report of news matters in Clinton, Mass., one of the newspapers said that Sawyer the Florist in his Memorial Day trade sold 35,000 pansy plants and over 88,000 forgetmenots, 53 baskets of pansies going to Clinton military circles.

The Kentucky Society of Florists has planned its annual picnic for July 22 at Blackstone Mills. The committee in charge is Lewis Pleiss, Geo. L. Nance, Charles Mathis and Emil Walther.

Mrs. Ella Grant Wilson of Cleveland is making a trip to California, stopping at Denver and other cities along the route.

At the recent meeting of the American Peony Society at Reading, Mass., the old officers were re-elected as follows: President, Lee R. Bonnewitz, Van Wert, O.; Honorary president, C. W. Ward, Eureka, Cal.; Vice-President, A. H. Fewkes, Newton Highlands, Mass.; Secretary, A. P. Saunders, Clinton, N. Y.; and Treasurer, A. H. Scott, Front and Market streets, Chester, Pa. The Board of Directors for the new year includes the President, Vice-President, Secretary and Treasurer, ex-officio, and B. H. Farr, R. T. Brown and T. A. Havemeyer.

PRIMULA

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OBCONICA, Separate colors or mixed

CHINENSIS MIXED. 2¼ inch pots, \$7 per 100; \$60 per 1,000.

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THE MARKET.

There is no lack of flowers in any of the markets although the continued dull weather has tended to limit the output of the growers to some extent. Reports from the different cities show that the market is fairly steady without any special outstanding features. To some extent class days and weddings and other functions have helped to keep up the demand and prices.

Peonies have been in good quality but the sales have been only fair. They brought from \$3 to \$5 in most of the markets, although Pittsburgh reports them selling up to \$6. In Boston they have ranged from \$5 to \$6 the last week. Gladioli have sold from 75c to \$1.50, and the demand is not very strong. Roses as usual run all the way from a low price like 4c for short-stemmed stock to 20c for Beauties; in fact some Hadley as well as Beauties have sold in Boston up to \$25. Carnations have been bringing from 2 to 4c in Boston, and that is the average in the other markets. Callas are about 10c. Sweet peas sell from \$1 to \$2; Pittsburgh reports them as high as \$3. Snapdragon are short in Boston and are selling for 75c. They are reported out of the market in Pittsburgh.

Altogether the trade is very quiet and is likely to continue so for some weeks.

FLORISTS' EXCURSION

A Unique Plan is Suggested by R. C. Kerr.

The following letter speaks for itself:

"I have been thinking for sometime of inaugurating an excursion during the month of March of next year, through Texas and other southern states. Before going too far into details, I would like to have an expres-

sion of the florists in the different sections who would be interested. The object of this excursion would be to familiarize the florists throughout the country who will make the trip, through Texas and the South in general, and to let them know what we have in this section of the country, in order that you may thoroughly understand the wonderful possibilities of our great southland.

While we have not gone into details, I have given some thought to the matter. Would suggest that we make up a special train leaving some central point, possibly Cleveland, which will be a better mobilizing point for the florists from the East, and also around Detroit and Chicago, and then take up the florists in St. Louis and add to our party as we come down the line.

It strikes me that this would be a great opportunity for an excursion composed exclusively of florists and the allied trades to enjoy a wonderful trip during the month that affords great possibilities and see the country at the time of the year when the florists can get away and when the climate conditions are ideal.

Would suggest that we go as far south as the Brownsville country and also suggest the following itinerary:

Cleveland to St. Louis, St. Louis to Kansas City, Kansas City to Oklahoma City, Oklahoma City to Dallas, and Ft. Worth, Waco, Austin, San Antonio, Houston, Galveston, Corpus Christi, and Brownsville. Returning via New Orleans and if arrangements justify to go so far as Atlanta.

This is a tentative proposition. Are you interested? Have you any suggestions to make? I would be pleased to hear from as many as possible by the time our Texas State Association meets in Ft. Worth in July. This move will be sponsored by the State

Association if sufficient interest is shown.

We have nothing to sell you and there is nothing behind this move except to show you our country. Going in a party and as a train the expenses would be materially reduced.

Please let me hear from you at the earliest possible moment.

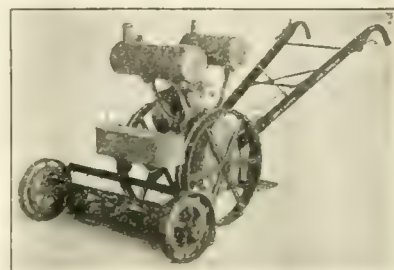
Yours very truly,

ROBT. C. KERR.

The greenhouse at the University of Orono, Me., are now in charge of D. M. Beal, who was formerly at Cromwell, Ct.

The Pennypack Greenhouses, at Holmesburg, near Philadelphia, have been purchased by Dave Allman, formerly of Cornell University. Possession has been taken the first of June.

MERRY GARDEN CULTIVATOR



Only practical and efficient machine of this type for florists, gardeners and market gardeners.

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HORTICULTURE

Vol. XXXI

JUNE 26, 1920

No. 26

THE TALK OF THE TRADE

Mr. Butterworth, of Framingham, has certainly been adding to his laurels at a remarkable rate during the last few months, although he has long been known as one of the most enthusiastic and successful growers of orchids in the country. His display of Miltonias at Horticultural Hall, last Saturday, was an event of the greatest interest to every devotee of this magnificent plant. Unless I am mistaken no such exhibit has ever before been seen in this country, and I doubt if it ever has been surpassed in Europe. This applies both to the size of the exhibit and the quality of the flowers. The latter was the subject of many remarks from orchid enthusiasts who were present. The whole display, with its even tone of color throughout, would have been glorious under any circumstances, but banked as it was with evergreens in the most artistic manner, it made a picture of surpassing beauty. Mr.

Butterworth said that the commercial value of the flowers in the group was about a thousand dollars, and certainly he is to be complimented on his enterprise and public spirit in making such a display.

Southern florists have been having a very prosperous season and are in good spirits, according to the reports of Mr. L. W. C. Tuthill, of New York, who has just returned from a long trip through the southern cities. While the trip was not primarily in greenhouse interests, Mr. Tuthill came in contact with several members of the trade. "In Dahl's Flower Shop in Atlanta," said Mr. Tuthill, "I had a little chat with the manager, and also visited Nunally's Candy Store next door. Mr. Nunally also sells flowers. I asked the Dahl people if this affected their trade any. They said it most assuredly did. It helped them tremendously to sell

more flowers. When I talked with the candy man he said the more flowers they sold the more candy they could sell. During the Christmas trade their buyer had spent the entire week previous in Chicago endeavoring to get sufficient flowers to supply the demand.

"In Richmond I had a talk with Mr. Ratcliffe, of Ratcliffe & Tanner. Their shop is well up on the main street. When Mr. Ratcliffe moved up there most of the wise heads among the florists looked on and said he would never make a go of it. However, he has developed one of the finest businesses in the city. When conferring with him about it, he said he didn't move up there to get away from competing florists, for as a matter of fact if there were more shops around him he would do more business. All he would want would be a door leading into his store and he would take a chance on the business the other stores were doing to make more business for him.

"Considering the tremendous chan-



Hybrid Miltonia, St. Andre

ges in general throughout the South," continued Mr. Tuthill, "it would seem that flower interests should like all other lines have a very fertile field there. Of course the South has been bankrupt for so many years that it's going to take them a little time to readjust themselves to logical competition. By logical I mean that in the last couple of years there has been an element of hysteria in buying that will have a certain reactionary result for a year or so. Frankly, if I were a young man starting in business, I certainly would look southward rather than westward. When you consider that practically half of the agricultural products of the country were grown last year in the South, you begin to see that it is not only a cotton growing country but one of suprisingly diversified crops. This is further borne out by the fact that North Carolina stands fourth in agricultural products. Considering this fact in relation to the other three states, and you see its significance. Texas comes first, Iowa second, Illinois third, and North Carolina fourth.

"Last year, when I made a trip through the South, on a similar trade investigating purpose, I gave special consideration to Atlanta as an advisable location for greenhouses. Seems to me that everything tended towards its logicalness. As a distributing center, it is strategically located. Coal is reasonably cheap. Soil is good. It is far enough north to be free from the overwhelming insect pests that make greenhouses impractical from a commercial standpoint farther South."

Friends of Mr. Jelle Roos are congratulating him on his new location at Concord. On the farm which he has secured there he will have much more room to expand than in the limited quarters which he had in Milton. Mr. Roos has already become well known through his skill in growing gladioli, and bids fair to become one of the leading men in this branch of the trade in the East. Doubtless his Concord location will become the mecca of many gladiolus enthusiasts. He will have as a comparatively near neighbor Mr. Charles Fairbanks, of Lexington, an amateur gladiolus grower of more than local fame.

I understand that the Florists' Telegraph Delivery Association is about to establish a monthly organ to be devoted particularly to retail dealers. It is to come out once a month and is to be edited, I suppose, in Detroit. Doubtless the sponsors of the new publication have taken into consideration all of the factors involved and feel that they are making a move which will be to the in-

terest of the F. T. D. members. I seriously question, however, whether this is a suitable time for launching such a venture. With old established publications finding it almost impossible to obtain paper, with printing costs constantly mounting, and with countless other difficulties besetting publishers, it seems as though the officials of the D. T. D. were inviting an amount of labor and an expenditure which is not altogether necessary. However, we shall give the new paper a hearty welcome, and very likely the trade will contribute enough advertising to make it self supporting.

Continued cloudy and rainy weather has already shown its effect on carnations in the field with the result that there will probably be quite a little stem rot this season. At best there is not a large supply of field-grown carnations, and this loss is going to bring the crop down to a lower point. A grower who is fortunate enough to have his plants on high, light ground will of course suffer less, but up to this time we have gone through a spring with more than average rain, lower temperatures and of course cloudy weather.

I believe that the sooner the grower gets his stock into the houses the better off he will be as there is sure to be a soft growth, and later on when we do get the strong sun and very hot days, the plants are going to suffer.

BOOK ON ROSE GROWING

Practical Book of Outdoor Rose Growing, by George C. Thomas, Jr., published by J. B. Lippincott Co., Philadelphia. Price, \$3.00.

Since 1914 this book has been running through one edition after another. This is the second garden edition and contains an additional chapter entitled "Rose Development from 1917 to 1920." It is just what its name implies, a book of practical information for everybody who wants to grow garden roses out of doors. It contains, however, much of interest to even the most advanced rose growers. Moreover, whatever statements are made can be accepted without reservations, for Mr. Thomas has long been established as one of the most reliable authorities in the country, and his own work in hybridizing stamps him as a man well qualified to discuss the best varieties and to pass on the value of the newest offerings. Altogether this is a book which no rose grower,

This is a great improvement on Princess of Wales—Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of the other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

It will pay you to go in for DUCHESS. And DO IT NOW—before this fine lot is all grabbed up. We offer Large field grown clumps of DUCHESS, and the other two as follows:

	100	1000
DUCHESS	\$15.00	\$120.00
LADY CAMPBELL	12.00	100.00
PRINCESS OF WALES	10.00	95.00

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Choice Specimen Plants

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MICHELL'S PANSY SEED

Michell's Giant Exhibition Mixed

A giant strain which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c.; tr. pkt., 50c.; 1/2 oz., \$1.25; \$2.00 per 1/4 oz.; per oz., \$7.00.

Giant Trimardeau Mixed, large flowering, choice colors, Tr. pkt., 30c.; \$2.50 per oz.

GIANT SORTS IN SEPARATE COLORS

	Tr. pkt.	Oz.
Azure Blue	\$0.40	\$3.50
Black Blue40	3.50
Emperor William, blue40	3.50
Hortensia Red40	3.50
King of the Blacks40	3.50
Lord Beaconsfield, purple violet40	3.50
Peacock, blue, claret and white40	4.00
Snow Queen, pure white40	3.50
Striped and Mottled40	3.50
White with Eye40	3.50
Pure Yellow40	3.50
Yellow with Eye40	3.50

Also all other seasonable Seeds, Bulbs and Supplies.

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MICHELL'S SEED HOUSE

518 Market Street Philadelphia, Pa.

amateur or professional, can afford to be without. As with most of Mr. Thomas' books, the illustrations are superb. They include several in colors, one of the most remarkable being a full page illustration of the new rose, Dr. Huey.

PEONY SHOW IN BOSTON

While three days of rain made it difficult to get a good collection of flowers for exhibition at the Peony Show at Horticultural Hall, Boston, last Saturday and Sunday, nevertheless a very good showing was made and was enjoyed by a large number of people.

In addition to the peonies, there were two exhibits of orchids, one made by Mr. A. C. Burrage of Beverly, continuing the series of displays he has been making this season. Mr. Burrage is certainly doing a fine piece of work in all these exhibitions which are proving a magnet for flower lovers in large numbers, and which are remarkable, not only for the quality of the flowers themselves, but also for the superb way in which they are staged.

In the larger hall Mr. Butterworth, of Framingham, also had an orchid exhibit, which was confined exclusively to Miltonias. It was the best display of the kind ever made in Horticultural Hall, and Mr. Butterworth was overwhelmed with congratulations.

The list of prizes and gratuities awarded follow:

Theodore Lyman Fund No. 2

Herbaceous Peonies. Collection of 20 named varieties, double, one flower of each: 1st, George N. Smith; 2nd, T. C. Thurlow's Sons, Inc. Collection of ten named varieties, double, one flower of each: 1st, Arthur H. Fewkes; Specimen bloom, double: 1st, George N. Smith; Mons. Jules Elie; 2nd, Mrs. Percy G. Brown, Mme. Cabot. Collection of twelve named varieties, single, one bloom of each: 1st, T. C. Thurlow's Sons, Inc.; 2nd, McKissock Gardens.

For non commercial growers only. Collection of twelve named varieties, double, one flower of each: 1st, Robert C. Morse. Collection of twelve blooms, Pink, one or more varieties: 1st, Robert C. Morse. Collection of twelve blooms, white, one or more varieties: 1st, Robert C. Morse.

The American Peony Society's Medal -- For the largest and best collection of Peonies: T. C. Thurlow's Sons, Inc.

Gold Medal: J. T. Butterworth, superior cultivation of Miltonia vexillaria varieties.

Silver Medal: A. C. Burrage, specimen plant of Cattleia Mossiae.

Honorable Mention: T. C. Thurlow's Sons, Inc., seedling Peony No. 4; Hillcrest Gardens, six varieties of wild flowers from South Africa.

Vote of Thanks: Miss Cornelia Warren, display of hardy Roses, Poppies and Carnations; Hillcrest Gardens, collection of hardy perennials and shrubs; Mrs. Betty

K. Farr, Begonia Betty Farr, Miss Cornelia Warren, Onocidium crispum and Hydrangea otaksa.

Gratuities: McKissock Gardens, display of Peonies.

Cultural Certificate: Hillcrest Gardens, display of vegetables and fruit.

A RAINY DAY AT HILLCREST

Word came in the morning that one boy was ill at home with the mumps. We did not want the other boys to be ill, so kept them in out of the rain. They had cut up the rhubarb for canning and were waiting for the pine-apples and sugar to come.

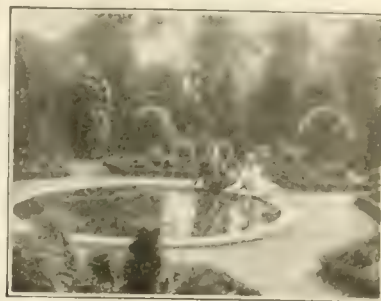
We took the time, for reading the observation papers the boys had written earlier in the morning. Some spoke of the calasoma beetle they had seen running quickly up the trees. Another wrote of a calasoma beetle he had noticed in a cold frame, which beetle was covered with little red spiders. Another paper contained this account of the depredations of the gypsy caterpillars.

"While I was spraying last Thursday I noticed particularly the way that some of the young pines were eaten by the caterpillars. I did not know before the pines were touched by caterpillars but I think those insects will eat anything that is tender and it was the young needles just sprouted on the ends of the twigs which were infested.

"I think that when the gypsy moth is brought fully under control our woods will be fine looking, without holes in the leaves."

This paper shows that we need to give a study hour to the difference between worms and insects. It also shows that the boys are taught to use their eyes. In talking with one of the older boys about his life at Hillcrest, he said:

"Why, I care so much more about nature than do the other boys I meet. Do you remember the afternoon when we boys all climbed up into an apple-tree with Mr. Wilfrid Wheeler. I have known how to graft an apple-tree ever since I saw him do it. Then there was the day we hived a swarm of bees on the farm. I helped another



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boy to hive a swarm of bees after that. I knew how to do it."

This morning a boy had written an n instead of an m in his paper, that little error led to an interesting talk about the alphabet, of how it had come down to us through the ages. Of how in the Mohammedan countries the script differed from ours, being more ornamental and in those countries where the sentiment of the people was averse to depicting life in any form, their buildings were decorated often by inscriptions.

M. R. CASE.

Hillcrest Gardens, June 21st, 1920.

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The conference at New York to consider quarantine 37 and the general attitude of the Federal Horticultural Board was the most dignified, the most representative, and should prove the most effective of any meeting of this kind which has been held up to date. It does not seem possible that the Federal Horticultural Board could fail to heed the significance of this gathering, for there were present in person or represented by signed communications, many of the most prominent figures in the horticultural world, and they represented both private and commercial interests, with amateur horticulturists of large influence especially active.

Many people have been wondering just how the Arnold Arboretum was affected by the quarantine, and what position it would take in the matter. At this conference a letter was read from Professor C. S. Sargent, the director, in which he said flatly that the Arboretum had decided to give up receiving any foreign plants until there was a modification in the rules of the quarantine board.

Everybody recognizes that this situation constitutes a serious menace to the future of horticultural developments in this country. The conference as a whole was very free from over-statements or expressions of undue resentment. In fact, it assumed a constructive form which gives promise of bringing about a modification of the board's arbitrary and drastic ruling.

There is good reason to hope that florists and horticulturists as well as farmers will fare well at the hands of the new Secretary of Agriculture. Everybody who has seen or talked with Mr. Meredith says that he has all the appearance of a strong man, yet one with liberal views and a disposition to see both sides of a question. Henry Penn, of Boston, said on his return from the advertising convention

at Indianapolis that Mr. Meredith made a greater impression upon him than any other speaker, and that in his estimation the secretary would make first class presidential timber. From the viewpoint of the horticulturist, however, it might be far better for Mr. Meredith to continue as secretary of agriculture rather than to sit in the president's chair.

It was suggested at the recent quarantine conference in New York that good results might come from a direct appeal to Secretary Meredith, and many people join in the belief that this would be a very wise and effective plan. Secretary Houston was a difficult man to deal with, and seemed inclined to accept the opinions of the board in preference to those of any other experts whatever their position, reputation or experience. Secretary Meredith is a man of different calibre, according to all reports, and would be both impartial and unbiased in his consideration of the whole question. Without much doubt, some sort of modification of the present rulings will be made, but of course nobody can speak as to their character, and in the meantime nurserymen hesitate to make any heavy investment looking to the propagation of material heretofore imported because they do not feel that they can do so without risking a heavy loss, considering the present unsettled condition of affairs.

The forty-fifth annual convention of the American Association of Nurserymen's Convention

men in Chicago this week is an interesting and important gathering. It is pleasant to find that the nurserymen are showing increased interest in the opportunities offered by co-operation and likewise a disposition to unite in a concerted movement to bring the trade into closer connection with the buying public. Undoubtedly a great many matters of prime importance will be discussed at this convention. A unique feature of the convention is the fact that no formal program has been arranged. President Moon and Secretary Watson hope that the new plan will prove to be an improvement over any yet tried out. They have learned in the past that a business organization like the Nurserymen's Association finds it difficult to confine itself to set speeches or to carry on its deliberations by the clock. The most important questions before the organization are brought up, one by one, and full opportunity for a thorough threshing out of all the pros and cons. If the plan works out as well as it is expected to, very likely other horticultural organizations will adopt it at their convention gatherings.

The trade in Canada is very much agitated over a proposition to change the name and constitution of the Canadian Horticultural Society. The proposition is to call it the Society of Canadian Florists and Ornamental Horticulturists. It is true that this seems a good deal like copying the name of the florists' organization in the United States, and yet in the opinion of many of the florists of the Dominion, it covers the ground better than any other, although in the opinion of some of the words "Ornamental Horticulturists" constitute a tail which might just as well be lopped off. In fact, a substitute name which has been proposed, The Canadian Florists' and Gardeners' Association, seems to certain members of the trade to be less cumbersome and more appropriate. At any rate, the present name is not suitable under present conditions, and without much doubt some change will be made at the next convention.

MAY CONTROL CHRYSANTHEMUM MIDGE

Greenhouse Owners and Others May
Use Measures Worked Out by
United States Department
of Agriculture

The Chrysanthemum midge entered the United States from Europe a few years ago and is now an established greenhouse pest, says the United States Department of Agriculture. It was first reported in this country from Michigan and is now known to be present in more than twenty States and in Canada. It is regarded as one of the most important pests to be reckoned with by chrysanthemum growers.

While principally a greenhouse pest, it occurs on outdoor plants even as far north as Ottawa, Canada. The injury to badly infested plants is such as to destroy their value for commercial purposes. In the tender portions of the plant are laid the eggs from which tiny maggots hatch. The maggots then bore their way into the plant tissues thereby causing galls. Apparently, this midge was brought to America without its quota of parasites and it is not yet certain that native parasites of gall midge fauna are preying upon it effectively.

Control Measure Worked Out

Many experiments have been conducted by the specialists of the department in working out control measures. The results are summarized as follows in Department Bulletin No. 833, just issued:

"From the life history, as well as from the experimental data thus far submitted, it is clear that certain points must be kept in mind to secure the best practical results. First, there are always several generations present in greenhouses during the spring and fall occurrences; second, the adults emerge and mate during the very early morning hours, and egg laying quickly follows; third, preliminary control experiments show that the egg stage may be controlled by means of spraying or dipping the cuttings or plants; fourth, it has been demonstrated that the adult can be killed easily at the time of emergence by consistent spraying; fifth, fumigation experiments in a commercial house proved that the adult is easily killed by fumigating either with nicotine papers or hydrocyanic-acid gas; sixth, experiments applicable to general propagation practices show conclusively that such measures offer a reasonable safeguard and protection against doubtful stock and infested material without injury to the plants.

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The bulletin is a complete technical discussion of the chrysanthemum midge. Copies may be had on application to the department by persons interested in chrysanthemum culture.

ROSE DISPLAY AT MINNEAPOLIS

Dear Sir:—Members of the American Rose Society, and in fact all rosarians and lovers of roses, are invited to visit the Minneapolis Rose Garden at Lyndale Park, Monday, June 28, when it is expected that the Garden will be at its best.

The severe winter resulted in the loss of a good many plants, and the Garden is not as attractive as in former years, but most of the plants

are in good condition, and some of them are exceptionally good.

The display is well worth a visit, and all visitors may be assured a hearty welcome by those in charge.

The Minneapolis Rose Garden is one of the test gardens of the American Rose Society.

Yours very truly,

THEODORE WIRTH, Superintendent.

COMING EVENTS

Boston.—American Sweet Pea Society, annual exhibition, July 10 and 11. Sec'y, Wm. Gray, Bellevue ave., Newport, R. I.

Cleveland.—S. A. F. and O. H. annual convention, Aug. 17, 18, 19. Sec'y, John Young, 43 W. 18th st., N. Y.

New York.—American Dahlia Society, annual exhibition, Pennsylvania Hotel, Sept. 27, 28, 29. Sec'y, E. C. Vick, 205 Ellwood ave., Newark, N. J.

Indianapolis.—Florists' Telegraph Delivery, annual convention, October (second week). Sec'y, Albert Pochelon, 153 Bates st., Detroit, Mich.

New York.—Chrysanthemum Society of America, annual exhibition, American Institute, Nov. 3, 4, 5. Sec'y, Wm. A. Eagleson, 324 W. 23rd st., N. Y.

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Flowers Under Glass

If you have propagated stock of gardenias early they should be well rooted in 4-inch pots by this time. It is necessary to get the house or bench ready at once, and this means that you must put in a good supply of soil of the kind best adapted for these plants. Gardenias are quite particular as to the kind of soil they grow in, and thrive best when they have a compost composed of loam which contains an abundance of fibre. Care should be taken, however, to avoid heavy soil. A good gardenia mixture is made up of fibrous loam, three parts, and well decayed cow manure, two parts, with a sprinkling of bone meal. Be sure that the drainage on the bench is good. Some growers always provide for this by placing a layer of broken crocks on the bottom of the bench. Set the plants about fifteen inches apart each way, and firm the soil well around the ball. When the weather is fair the plants should have a good syringing at least twice a day throughout the summer.

Give the Pelargoniums a rest now. The best place for them is outside the house where they will be exposed to full sunshine. Gradually reduce the water supply and by the time the foliage has become yellow, the plants can be turned on their sides and allowed to remain for about three weeks, by which time the growth will be well ripened up so that they will be in condition to break again.

When the Cattleyas, including Mossiae, Mendelii and Warnei, are through flowering they should be repotted if necessary, using Osmunda fibre and sphagnum moss, always providing for plentiful drainage. Remember that these orchids like heat but dislike direct sunlight. They need moisture, too. In fact, they must never be allowed to suffer for lack of water. Give additional air from now on in the Cattleya house. This will mean, of course, that the house will dry out more and more and you will have to take pains to frequently dampen the walks. Syringing should be done overhead at least once a day. When a spell of damp weather comes on it will be necessary to keep a little fire heat.

Do not delay rose planting any longer than is necessary. With the kind of

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weather which we have been having the last few summers there is always danger of wet, cloudy spells which are not at all favorable to rose planting. Wise florists make a point of thoroughly cleaning the house after the old soil has been wheeled out. In this way they side-step a lot of fungus trouble later on. The benches should be gone over with hot lime wash. With dark, rainy weather such as we have been having in plentiful supply, it is necessary to be careful about watering and syringing your plants, particularly if they are somewhat crowded. Take off all the yellow leaves and all spot that may be found here and there. It is a good plan to set the small plants to the south side of the bench and the taller ones to the north. Some varieties do not suffer badly from spot, but when it appears on American Beauty and Ophelia, the florist should immediately go through the house carefully, burning all leaves which he picks off and make a point of dusting the plants with slacked lime about twice a week, using a bellows or sulphur blower for the purpose. While you should ventilate freely both night and day, you should avoid strong draughts through the ventilators.

It is full time to be getting in your supply of freesias for July and August planting. Put six or seven $\frac{5}{8}$ bulbs in a 4-inch pot, if they are to be potted.

If you are growing chrysanthemums in pots and wish to get nice bushy plants by fall, take the time to pinch them out several times from now until the end of July. It often pays to use a few pompons in pots, especially if you have some left over after you have finished planting out the main crop. Plant them in 4-inch pots now and shift them later. They sell fairly well in pots and even those not sold can be used for cutting.

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Stock Plants

Roots selected for this purpose should either be planted in a bench or left in their pots in a cool house. Great care should be exercised when selecting stock, avoiding those which are weak and show long spaces between the leaf joints. The short, stocky growths are best. Cuttings can be taken in January and until April, depending on the kind of plants needed. Those grown as specimens should be rooted early. The longer the growing season, the better will be the chances for obtaining good bushy plants. The main crop should be rooted in March, but a few for late flowering can be rooted in April. The early flowering varieties should be given attention first. Put the cuttings in a sand bed. During the rooting process a high temperature should be avoided, 45 to 50 degrees F. being about right. Shade during sunny weather and also keep them syringed. When the roots are one to two inches long, they should be potted into 2½-inch pots, using soil a little lighter than that for ordinary potting, keeping them in the same temperature and syringing on all favorable occasions. Do not allow them to dry out. Directly the pot is full of roots repot into four-inch, and so on until the flowering pot is reached.

Plants grown as specimens should be potted on into eight-inch or ten-inch pots, and pinched back two or three times. This operation depends on the quantity of bloom needed. The final pinching should be done about the last week in July. Each stem should be supported with a wire or wooden stake. Varieties grown single stem are those that have good stiff

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stems. Turner, both yellow and white, Mrs. Drabble, Meudon, Mrs. Stevenson and J. Frasier are excellent for this purpose, as well as many others. These plants are useful for decorating a conservatory, either placed among palms or other foliage plants or in groups, and in developing large flowers this is an ideal system of arrangement.

Cuttings rooted in February and potted on into six-inch or seven-inch pots will, if properly handled, make beautiful specimens. Cuttings can also be rooted during March to supply shorter plants. All lateral growth should be removed, and care taken not to injure the main stem, because if the outer skin is damaged the result is a one-sided flower. To extend the season of the latest flowering varieties, cuttings should be rooted in April, and kept in a growing condition to prevent the wood from getting

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hard. Growing points of previously potted cuttings make good material. Give lots of water and close observation. Both are necessary to success.

Some of the single and pompon varieties should be in every collection. They are easily grown and useful for decorative purposes, especially for side benches. To grow good specimens two or three plants can be potted into eight-inch or nine-inch pots, and if pinched back a few times make beautiful specimens. Three or four wire stakes placed around the inside of the pot and tied with raffia give all the support needed.

Varieties.

It would be useless to recommend any good collection, as there are several hundred known species, and it is a matter of taste as to which are the best. The pompon types are early. The Japanese are incurved and

reflexed. Chinese incurved types have florets which curl toward the centre. The anemone types are the singles and are well worth growing. Very few authorities agree as to where these lines of types should be drawn.

Selecting the Bud.

There are two kinds of buds known as the "crown" and "terminal." The crown bud appears directly on the end of the stem, and naturally is the first to appear. In some of the varieties, this is the bud to select, especially in the early kinds as well as in most of those grown as single stem. The crown bud has a longer season to develop, and naturally develops into a larger flower. The terminal bud appears from the axil of the leaves and constitutes the termination of growth. It consists of the end bud. Others will appear at the base of the terminal bud. These should be carefully removed in the Chinese and Japanese varieties. All the buds should be retained on the pompon and anemone types that are grown in bush form. But for general purposes the terminal bud is the one to select. In varieties grown as single stem the second crown bud is generally selected, with the exception of a few, such as Turner, both yellow and white, which does exceedingly well on the terminal. It is far better to try out varieties as some of them show quite a different color and shape when different buds are used.

Soil.

The chrysanthemum is a gross feeder, so at least one-quarter of the soil should consist of rotted barnyard manure, with one pint of bone meal added to every bushel of soil. A good turfy loam with a little sand is a good mixture. It is a good plan to mix enough soil for the whole of the plants and leave it in a heap for a few days before using. Two or three weeks after the final potting a top-dressing of the above mixture is of great benefit.

Feeding

This is an important detail while the plants are growing. The failure of many blooms is due to over-feeding. The root hairs attached to the main roots are tender, hence the caution. The proper time to commence feeding is when the pot is full of roots. Strong growing plants require more food than weaker ones. It would be unwise to recommend any particular fertilizer, as each grower has his particular fancy. It is advisable to frequently change the diet, and liquid manure is one of the best stimulants, as it contains most of the

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food required. Beginners should purchase fertilizers of a dealer and carry out the directions given on the packet. The only way to success is practice.

Ventilation.

Good ventilation is essential when cultivating indoors. The best flowers are usually grown in the green house, as with abundant ventilation and frequent syringing, the house is kept in a more favorable condition for their growth.

Insect Pests.

There are several species of aphids which attack the young shoots. The green and black flies are the most troublesome. These are easily controlled by spraying with nicotine or some other insecticide. Red Spider and Thrip are also enemies of this plant. These appear on the underside of the leaves. Frequent syringing on the underside will keep them in check. The Tarnished Bug, commonly called chrysanthemum bug, is one of our worst enemies. The only means of controlling these at the present time is by catching them early in the morning, when they appear to be quite drowsy.

GENERAL NEWS NOTES

The Garden Club of America is to hold its annual meeting with the North Shore Garden Club at Manchester, Mass., from June 28 to July 1. A long program has been prepared, but it is expected that the delegates will

have time to visit the Arnold Arboretum, in Jamaica Plain, and a number of prominent estates, including that of C. R. Crane at Ipswich, W. H. Moore at Pride's Crossing, and the Brandegee, Sargent and Anderson estates in Brookline.

The July meeting of the St. Louis Florists' Club will be held at the establishment of J. F. Ammann, Edwardsville, Ill. The date will be July 8.

The business of Fred W. Eude in Kirkwood, Mo., has been turned over to his two sons, Martin and Paul, who will carry it on in the future. Mr. Eude, Sr., expects to spend much of his time in California where he has a large fruit farm.

The Wholesale Florists' Association of St. Louis, has started closing on Saturday at noon, but decided to keep open for business Sunday morning until noon.

Michael Leider, of Evanston, Ill., has bought the greenhouse establishment of Edward Leuret at Park Ridge. The range consists of four houses given over to carnations.

Ferndale greenhouses at Charlotte, Mich., have been purchased by Joseph Gansbiller from Everett Garman.

The Florists' Club of Rochester, N. Y., is holding a picnic the first week of August at Grand View Beach.

Jones-Russell Co., Knoble Bros., J. M. Gasser Co., Westman & Getz and Bramley & Sons of Cleveland have joined the list of florists to close on Sunday.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

I have spoken before of the value which the Missouri Botanical Garden Bulletin must be to residents of Missouri and adjoining states. The list of plants which I mentioned in connection with the April number of the Bulletin is largely extended in the May number, which has suggestions for native trees and shrubs with conspicuous flowers. Not only is the list an extensive one, but it is made doubly valuable by a key which indicates the particular kind of soil which each plant prefers. The color of the flowers and the time of blooming is also shown. As a matter of fact, an examination of the plants must show that a large number of them might be planted with equal success in New England and other eastern states.

The same number of the Bulletin contains an article which should be of value to professional gardeners, de-

scribing as it does the grafting of Mangosteen by inarching. The process is also pictured, and is an interesting one.

Another good pamphlet which has just come to hand is the Annual Report of the Brooklyn Botanical Garden. This is a paper covered volume of a hundred pages and reveals the fact that this institution has been very active the past year in promoting the horticultural interests of the city and in other ways. Less is heard about the Brooklyn Botanical Garden than about many other similar institutions. Possibly its press agent is a little less energetic. As a matter of fact, however, the institution is carrying on a remarkable work, especially along practical lines, and is getting very close to the public, bringing them through lectures, meetings, children's

gardens and the like a vast amount of helpful service.

A Book of Gardens, issued by John Scheepers, Inc., of New York City, marks a new epoch in catalogue making. This is one of the most elaborate, costly and beautiful selling mediums ever put out in this country. It is little less than a handbook, and warrants the sub-title which has been given it by Mr. Scheepers, A Treatise on American and Foreign Bulbs for Outdoor and Indoor Culture. The word culture might well be applied to the book itself, for it represents the best thought of several distinguished collaborators like Mrs. Francis King, Mrs. Edward Harding, Mrs. Louise Beebe Wilder and the Rev. Joseph Jacob so that it is filled with literary allusions, bits of poetry and choice quotations which make it a delight to men and women of cultivated minds. The illustrations are superb and include many fine drawings and decorations by Miss Beatrice Stevens. Mr. Scheepers is certainly to be congratulated on his enterprise in getting out this elaborate production and the good



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taste which he has shown in its arrangement.

Peony growers, like iris growers, are having a difficult season, especially as regards exhibits. It has been two weeks late, for one thing but worse than that is the fact that hard rains have beaten down the plants and destroyed many of the blooms. It was not an easy matter to stage the show in Horticultural Hall, Boston, last Saturday, considering the fact that rain had fallen steadily for the three days previous. One feels that Mr. Rollins had the right idea several years ago when he invented the protecting screens for peonies. These screens, supported by iron rods so arranged that they could be quickly folded away and as quickly set in place, serve to shelter the delicate blooms from both the sun and heavy showers. Mr. Rollins used the argument, and I am not sure but he was right, that peonies ought really to be grown in tubs and shown as growing plants at the best exhibits instead of having the flowers removed and exhibited as cut blooms. This plan would give a perfection of blooms, and they would make a more artistic display than when thrust into bottles. As a matter of fact, it is a little difficult to get very enthusiastic

over peonies, rhododendrons, dahlias, or any of these large flowers as they are commonly shown. They lose the grace and much of the charm which they carry when on the bushes.

It seems a pity that more use is not made of the Mountain Laurel for the decoration of large estates. It is quite as handsome when used in masses as Rhododendrons or other shrubs which can be grown. Of course there are certain limitations because of the peculiar soil requirements of *Kalmia latifolia*, but in New England and many other parts of the country this native shrub can be employed with great success in landscape work. This fact is demonstrated by the way in which the plants are used at the Arnold Arboretum. Unfortunately they are not blooming very well this season, but a burst of bloom such as came last year is worth while even though it is not an annual event.

NASSAU COUNTY HORTICULTURAL SOCIETY

The regular monthly meeting of the Nassau County Horticultural Society was held in Pembroke Hall, Glen Cove, on Wednesday, June 9. President Thos. Twigg occupied the chair. Felix Wood and Angelo Faminletti were

elected to active membership and two petitions for active membership were received. Messrs Alex MacDonald, Lucking and Smith judged the exhibits and their awards were as follows: 12 mixed Roses; 1st James McCarthy. 3 Head of Lettuce, 1st John Henderson; Wm. Popp's special, best decorated baskets by assistant gardeners; 1st Arnold Gatticar. Joseph Winsock showed a fine vase of Roses for which he received honorable mention. A hearty vote of thanks was given Secretary Harris for the splendid work he did at the recent Tulip Show. The Rose Show will be held at the Nassau Country Club on Wednesday, June 16th. There will be thirty-two classes for competition and from all indications it should be a show worth seeing.

A letter of sympathy was sent to the family of the late Maurice Fuld.

President Twigg presented on behalf of the members a small gift to Joseph Adler our late president.

Exhibits for next meeting: 25 Pink Sweet Peas, 25 White Sweet Peas, 25 any other color. Six varieties of Sweet Peas, fifteen of each.

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George Watson's Corner

"You in your small corner and me in mine."

Charles H. Grakelow is not only a leading retail florist of Philadelphia, he is also a wit and an orator. Even when he comes to the market on the solemn business of buying to best advantage he has time to pass the time of day with a dilettante like yours truly. Say George, I see you've been writing sermons on the evils of profanity sez he. We modestly acknowledged the corn and asked wasn't it all right. Sure sez he, I call it a hell of a good story. Which goes to show that even in profanity New York may not be so much worse than the Quaker City. That's bad grammar of course, but at least it isn't profane. And there are times when a strong one is excusable. In front of the post office of a nearby suburb a poor lad dropt a quart of good likker and it busted and ran in the gutter. I could not repeat what the man said, but all the bystanders laughed and guffawed. I called it a tragedy; but Edward Dooner said it was worse than that—it was a cataclysm!

Everybody you meet and talk with can always be interested if you hit on subjects based on the True and Beautiful. No matter what nationality or creed you will find everybody responds to that and will enthuse. Methods of expressing themselves in these twin fundamentals have kept the human race busy since the world began. Religions, nationalities, cults, are all subordinate when it comes to the True and the Beautiful. That is why it is such a safe proposition when you meet a stranger. The stranger may be from Asia, Africa, Europe or America—and he may have all kinds of queer make up inside his birth and breeding but if you start out on your conversation on the lines fundamental you will find a human being responsive. The idea suggested here beats the drummers notion of finding out first what the prospective purchasers ideas are on politics or religion and then flattering them into an order. That's all right but it is a bigger thing to work from the bottom instead of starting at the surface and working down.

The outstanding fact about the meeting in New York on the 15th inst on

Quarantine 37 according to Samuel S. Pennock was that it was general in character and that the commercial element was not over represented which gave added strength to its influence with the authorities at Washington. It was shown that the quarantine was affecting horticulture unfavorably entirely apart from the dollar viewpoint. If the quarantine had been in effect during the past hundred years we would have had none or very few of the rare plants and trees that now grace our parks and private estates and the many wonderful products of nature that now adorn our gardens and greenhouses.

John Westcott had a visit from Herbert Pennock of Jupiter, Fla., on the 16th inst. These two were side partners in Pennock Bros. for about thirty years and it is not hard to imagine what a pleasant afternoon was spent talking over old times. It is a fine custom and we all enjoy it, especially as we grow older and find the years that pass are always taking a few more of them away from us.

John G. Whilldin, of the Whilldin Pottery Co., is on a vacation in the Pocono Mountains.

The greenhouses of August Doemling, of Lansdowne, were struck by lightning on the 16th inst. The chimney of the principal boiler house was destroyed and there were minor damages.

Theodore Meskers, located at McKinley, a suburb near Jenkintown, is the new occupant of the Oscar Young place which has been in litigation for some time. The final adjudication will come before the courts next October. Meanwhile Mr. Meskers is not worrying as he has carried out all his obligations under the contract and is running an active business in a general line of stock such as bedding plants, carnations, sweet peas, chrysanthemums, daffodils and other bulbous stock. He came from Holland and had three years at Dreers. Also conducted a place of his own at Olney before taking up the McKinley proposition. He is well thought of by his compeers in the business and will doubtless do well in his new venture.

Messrs. Dungan, Edwards, Burpee, McKubbin, and Stokes, were among the Philadelphia delegation which left on the 19th inst. for the Seedsmen's Convention in Milwaukee, which opened on the 22nd inst.

HORTICULTURAL CONFERENCE DISCUSSES QUARANTINE 37.

Permanent General Committee Appointed to Frame and Carry Out Constructive Program.

The first fruits of the recent determination of the Massachusetts Horticultural Society to "start something" aiming towards a modification of Quarantine 37 ripened on June 15th when some 75 horticulturists met in the American Museum of Natural History in New York. For the most part these were delegates from horticultural societies, garden clubs and other organizations that had been specifically invited to participate; but there were also a number of representatives of the horticultural trade and others who had simply accepted the invitation extended to "all interested to attend."

To summarize the results of the conference first, disregarding the sequence of events, it may be said that there was evolved from the conference a permanent, general committee of about thirty delegates from different horticultural interests or bodies, which promptly proceeded to elect J. Horace McFarland of Pennsylvania permanent chairman, and W. Rich, secretary of the Massachusetts Horticultural Society, permanent secretary and tem-



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porary treasurer. The chairman then appointed an executive committee of five, to serve with himself as ex officio chairman, which was instructed to work out a plan of action, formulate a financial program for the support of the work undertaken, and report back to the general committee from time to time. The members of this central body, upon whom will now devolve the large and immensely important task of proving the undesirability of Quarantine 37 in its present form and of effecting changes therein, are the following:

A. C. Burrage, Massachusetts,
 E. C. Vick, New York,
 J. C. Wister, Pennsylvania,
 Frederick Cranefield, Wisconsin,
 Mrs. Francis King, Michigan, and
 J. Horace McFarland, Pennsylvania
 (ex officio).

With a view to meeting such immediate expenses as might arise, the representatives of the Massachusetts and New York Horticultural Societies contributed \$400 apiece, which generous gifts were accepted by the committee which then moved that the executive committee work out a practical working plan for the further providing of funds, elect a permanent treasurer and call upon the other organizations represented on the general committee and in sympathy with the movement for similar contributions commensurate with their means according to a carefully considered schedule. The membership of the general committee is given at the close of this report.

The conference was called to order by President T. A. Havemyer of the New York Horticultural Society who first appointed Mr. Rich to act as secretary, then had him read the call to the meeting issued by the Massachusetts Horticultural Society, then read the lists of organizations, etc., invited to send delegates, and then after Mr. McFarland had been regularly elected, turned the meeting over to him.

Mr. A. C. Burrage then read a comprehensive, convincing and forceful statement setting forth the sentiments of the Massachusetts Horticultural Society and making informal suggestions as to ways and means for meeting the situation. He also read a letter from Professor C. S. Sargent of the Arnold Arboretum, setting forth his personal convictions regarding Quarantine 37, and explaining that its effect upon his institution, which for forty years has been adding to this country's store of valuable plants and horticultural knowledge without once having been accused of bringing in harmful pests, has been to necessitate the total discontinuance of plant importations until conditions are different.

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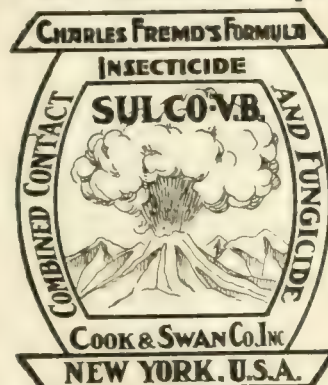
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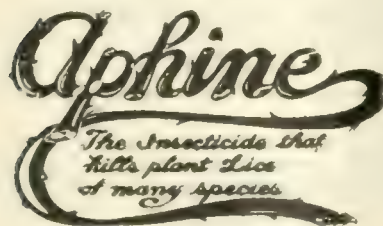
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Judge Chas. W. Hoitt of New Hampshire discussed the legal aspects of the matter, after which J. C. Wister set forth the consensus of the Pennsylvania Hort. Society in a third strong address.

A striking feature of the entire gathering was the apparent harmony of ideas, principles and—so far as they were discussed—plans in the minds of the delegates. These may be summarized briefly as follows:

It was generally conceded that the horticultural interests of the country, individually and collectively, are one with the Department of Agriculture in its desire to protect this country from invasions of harmful, injurious pests of all kinds. To the extent that plant inspection and even plant quarantine are clearly necessary for this purpose, logical, humane, businesslike, scientific administration of these methods is approved.

BUT—it is objected that—

1. There is no good proof that the blanket Quarantine 37 as now interpreted by the F. H. B. is necessary.

2. That the assumption that injurious pests come into the country in dangerous quantities only on plant products is false and unjust.

3. That the rulings and regulations of the Quarantine are arbitrary and inconsistent.

4. That an equally effective and far more satisfactory protective measure would be the maintenance at ports of entry—say 5—with capable trained experts in charge where importations of plants could be inspected, held in quarantine, treated if necessary or even refused admittance and destroyed.

5. That the Federal Horticultural Board is exceeding its authority and the authority contemplated in the original legislation in acting not only as prosecuting attorney but also as judge and jury in deciding the harmfulness of insect pests and the possibilities of particular plant products as carriers of them.

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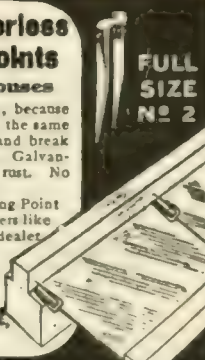
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Lecturer on Horticulture, Columbia University

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No. 1

Vol. XXXII

JULY 3, 1920

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NATIONAL PUBLICITY CAMPAIGN.

Our Promotion Bureau is advised by the manufacturers of the slogan billboard signs that immediate shipment can be made of billboards over any route not affected by the freight embargo, which is still holding up shipments to some points. Florists, whose establishments present opportunities for the display of one of these signs are reminded that not only do they help the campaign, but give splendid publicity to the establishment on which they are displayed. A supplementary sign showing a florist's connection may be affixed underneath or above the big sign, carrying any announcement desired. Every florist should have a sign on his plant; the public are interested, always, to know whose place of business they are viewing, and a billboard will not only fill this requirement, but spread the gospel of "Say it with Flowers." The cost of a board, \$50, is not any more than one would expect to pay for a decent sign, and a similar sign, outside of the arrangement made by our committee would cost to day \$100. Iron, paint and labor are expensive items today, as all of us know, and these signs at \$50 each are bargains really and truly. Another thing, they ornament a place. A sign nicely located gives a touch of color too, sometimes, a rather dreary expanse of glass. It conveys the idea that flowers, not vegetables, are grown under that glass; and that thus grown, they cost money. We have never been able to impress upon the public the fact that production of flowers under glass is costly, and there is nothing in the big stretches of glass houses seen along the highways in all parts of the country to link them with the flowers of the florist. These signs will do just that, and every florist who has a place for one should invest \$50, and see that a sign ornaments his establishment.

We are pleased to note a little response now to our appeals for subscriptions which the publishers of the trade papers courteously allow us to place in their columns every week. True, the subscriptions are small, but we welcome them equally with the large. A florist who sends in \$5 with his best wishes for the campaign is a good fellow—he has his profession at heart, and sends what he feels he can afford to send. It was never intended that a contribution should be a tax.

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It must be purely voluntary. In this respect our campaign is different from the campaigns inaugurated by other industries, and who create their funds through a process of assessment. Our committee believed they could make a success of the voluntary plan, and still have confidence in it. You can help them, if you have not already subscribed, by sending in your little cheque to the secretary—not tomorrow, or next week, but today, when you read this.

JOHN YOUNG, Secy.

43 West 18th Street,
New York.

THE CLEVELAND CONVENTION.

Pres. Miller Writes About the Advantages of Attending

The thirty-sixth annual convention of the Society of American Florists is now only six weeks distant. The central location of Cleveland ought to insure a big attendance from all sections of the country. August 17, 18 and 19th are dates very convenient for the majority of the florists, and climatic conditions in the Cleveland section at this time are usually such as to make a sojourn there very enjoyable.

This convention should prove to be particularly interesting to those engaged in our industry. The re-construction period in business following the war has brought many problems which florists are of necessity obliged to solve, and in this direction material assistance is afforded through the convention, and the wonderful trade exhibition arranged in connection with it.

Make up your mind to be among those who will gather at the convention. It matters little what particular branch of our profession you are most interested in, you will learn something to your advantage, or pick up an idea tending to make your interest greater. You will meet hundreds of your fellow florists, with whom you can exchange views and discuss possibilities. If you have never attended one of our conventions, especially in recent years, you have a treat awaiting you, one combining business and pleasure. It is one of the greatest annual gatherings arranged in the interests of any industry—about 20,000 square feet of floor space is required to comfortably house the convention and trade exhibition. Few cities can provide this amount of space in a single location.

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ciety, why not join us at the convention? Better still, send your cheque for \$5.00 to Secretary John Young, 43 West 18th street, New York, right away and become a member in advance. Our membership is reaching up to the 4,000 mark, and is thoroughly representative of our industry in all its branches.

Our trade exhibition alone is worth a journey to Cleveland—or any other city for that matter. This year it is to be the largest in the history of the society. If you are a retail florist, you will see the latest creations and developments in store supplies, vases, baskets, decorative auxiliaries, and business helps. If a grower, you will be interested in the various greenhouse appliances, examples of greenhouse construction, and heating apparatus. The plant exhibits and bulb displays, interesting to both branches of the florist business, will be found most comprehensive, and many little surprises are promised.

You need not come to Cleveland alone. Bring your wife, or others of your family—they will surely enjoy their visit, as much as you will yourself. The hotels in the city can take care of us all, and the local florists promise us a most hearty reception. Very likely your business owes you a little respite from the cares and responsibilities of an active year, and

you will have it in a visit to the convention, returning to your labors better equipped to continue the struggle for something more than mere existence.

In behalf of the society, I invite you to join with us in our effort to make the 1920 convention one of enjoyment and lasting benefit, as well as the biggest and best among the thirty-six on record. It will be a most democratic gathering, without frills or formalities of any kind likely to disturb the pleasures of a visit of which the mingling of good souls is a prime feature.

A. L. MILLER, Pres.

Jamaica, New York.

AMERICAN DAHLIA SOCIETY.

The Dahlia Show this fall will be held in the Roof Garden of the Pennsylvania Hotel, 33rd street and 7th avenue, New York City, and will be one of the largest and best exhibitions New York or any other city has ever seen. So says President Vincent, who is at present hustling to increase the prize list. Anyone with a five or ten spot to spare for the glory of the dahlia will therefore kindly send along their check to White Marsh, Md., and receive blessings. The trade space is limited to two thousand feet—the other eight thousand being reserved for individual exhibits.

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THE MARKET.

It has been a buyer's market this week, at least in Boston and New York. The market has been oversupplied much of the time with the result that prices have tended downward. Only white flowers and especially peas have shown a disposition to hold up, they being somewhat in demand for weddings. In Pittsburgh, business has been a little steadier and prices have remained about stationary. There is, however, wide variations as regards all kinds of flowers and in all the markets.

Roses can be had as low as 2c. but the best Beauties have been bringing 20c. Carnations are 1c. and 2c. in Boston, but Pittsburgh reports them selling at 4c. Lilies in Boston are 10c. and 12c. New York is getting a little more, and Pittsburgh seems to be the high market with the price at 20c. Marguerites are plentiful at 1c. each. Gladioli are just coming into the Boston market in anything like a fair supply and sell at 50c. to \$1 per dozen. In the cities further South they are plentiful at 25c. Peonies are about done.

The special feature of the Pittsburgh market has been delphinium selling at 8c. and 10c.

A report from Philadelphia shows that asters are just coming into that market and they are proving very handy to take the place of carnations which are now on the wane. Easter lilies are in particularly good condition and selling well. Liliun candidum is also in the Philadelphia market. Russell, Premier and Columbia are the leaders among the roses, but Beauties are still in pretty good condition.

ROBT. N. CRAIG DROWNED

Robert N. Craig, son of Mr. and Mrs. W. N. Craig, of Brookline, was drowned last week in the Charles River near Caledonian Grove. Mr. Craig is well known as the superintendent of Faulkner Farm, and secretary of the Gardeners' and Florists' Club of Boston. The body of young Craig was found in two feet of water. Nearby was his canoe partly filled with water. It is understood that it has been the custom of several young men among the students at Northeastern College, which the lad attended, to sleep in their canoes on the river. Robert Craig was eighteen years old and a most likable young man, with a great number of friends.

EXPLOSION DAMAGES SEED HOUSE

As the result of an explosion several days ago, considerable damage was done in the seed house of Fottler, Fiske, Rawson Co., 12-14 Faneuil Hall Sq., Boston.

According to reports, employees of the concern were disfecting a room on the third floor with carbon bisulphide when an electric light bulb was broken by the slamming of a door. A spark from the bulb ignited the gas causing the explosion. The room quickly became a furnace and three employees were painfully burned. They were George Cogswell, Samuel V. Walters and Stanley Perry. After the explosion the flames shot through the open windows and a policeman pulled in an alarm. It looked at first as though a second alarm would be necessary, as this part of the city is very congested, but the flames were soon brought under control. It is not possible yet to obtain an estimate of the damage, but it will be considerable.

GENERAL NEWS NOTES

The Florists' Club of Washington, D. C., is planning its annual picnic for July 28. It will be held at Great Falls, Va., and a long program of sports will be carried out.

The Florists' Association of Rochester, N. Y., will hold its annual outing at Grand View Beach on August 5.

The Chicago Commercial Flower Growers' Association has reelected the following officers: President, Joseph Kohout, Libertyville; Vice-president, Rudolph Ellsworth, Downers Grove; Secretary, Otto F. Amling, Maywood; Treasurer, N. K. Wietor, Chicago.

Six new greenhouses are being added to the range of Heepe Wholesale Plant Co., at Macedonia, Ohio.

A. W. Lenke, of St. Paul, Minn., has moved into larger quarters in the recently erected Hamm Building, Sixth St.

The S. S. Pennock Co., of Philadelphia, is now closing at 4 p. m. daily and on Saturdays at 1 o'clock.

Capt. Abram Clifford is in charge of a new establishment which has been opened at Newport, R. I., and is known as the Leikens Flower Store. He has recovered from the wound received while in service in France.

The mid-west Horticultural Exposition is to be held in Council Bluffs, Ia., this year, November 15-20. H. S. Herick, of Ames, is general secretary.

A. L. Glaser & Sons of Dubuque, Ia., have filed articles of incorporation, with a capital stock of \$100,000.

Three new houses have been completed by the E. G. Hill Co. at Richmond, Ind. The longest is 80 x 400 feet.

The Standard Floral Co., of Harrodsburg, Ky., has been incorporated, with a capital stock of \$10,000. The incorporators are Louis L. Singer, E. H. Gaither and G. M. Greenville.

HORTICULTURE

Vol. XXXII

JULY 3, 1920

No. 1

THE TALK OF THE TRADE

Cut fronds of adiantum have been in strong demand for the past few years, and in the East particularly there seems to be a good opening for a grower to handle this crop properly, as he will surely find ready sale and at a fair price. The varieties hydridum and Croweanum seem to be the most satisfactory, and this is really not a hard crop to handle. There is more stock grown around New York and Philadelphia than around Boston, but even Philadelphia and New York could use more, and it is particularly true that a crop of cut fronds coming regularly into Boston would find quick sale. I know of one storeman, for instance, who is now ready to contract

for 2,500 cut fronds every week, and this is only a bit of information I happened to run across and doesn't indicate by any means what further could be done.

Well grown pot plants of adiantum are also good property, not particularly Farleyense, as that is a more fancy pot plant and not in such heavy demand, but cuneatum, hybridum, Croweanum and also that very good pot plant variety Farleyense gloriosum. The latter is a very pretty plant when well grown and gives good results as a store plant.

Growers who started on planting their new roses early are now able to

judge a little bit of the growing qualities of these new introductions, and reports from all directions would indicate that Dunlop is a hustler. While there was a tendency to mildew in the pot plant stage, after it was planted it quickly outgrew this trouble and is jumping ahead with every indication of it being one of the rankest growers of any of the forcing roses. Let us hope that it will give the good results that we have a right to expect from present indications.

The Sunday closing idea is spreading fast, and it is right that it should. Florists all over the country are falling in line, and it is to the credit of the trade that this movement has been adopted so readily. There is no reason in the world why flower stores should



Madam Butterfly

be kept open on Sunday. If there is any necessary work to be done, this can be done behind closed doors, and of course as long as funerals are held on Sunday there will be some work to go with them; but in some communities Sunday funerals have been stopped, and where this is the case there is absolutely no reason for any flower store to be conducting business on that day.

The meeting of the united horticultural interests held in Boston to consider Quarantine No. 37 to my mind was the most deided step with promise of good results that has been made since this vexed question has come up. Just so long as we have commercial interests who are in favor of the embargo on account of their own particular business will we have a weak fight if it is left entirely to the commercial interests; but the point has come now where the powers responsible for Quarantine No. 37 are being shown that this is not popular and is considered detrimental to horticultural interests for many reasons.

It has come to the point where this is not a business proposition but is for the good of every branch of gardening that is represented in America that this fight must be carried on. It would appear that the best results will accrue from a fight to modify the ruling. We can't expect to kick it out entirely but it must be modified, and I believe if we go along in that way, the time is not far distant when everyone connected with the trade will be much better pleased with the rulings of this quarantine.

The meeting held in New York brought together some strong men, and I believe we are to find far reaching results. The weight of Mr. Havemeyer, Judge Holtt, A. C. Burrage, John C. Wister, Wm. C. Endicott, Professor Sargent and men of that type will certainly be felt.

I have a letter from Max Schling in which he discusses certain circumstances which probably are familiar experiences to many other florists having a wide reputation and a high class trade. Mr. Schling writes that he is making the facts public because he believes something should be done to prevent imposition of the kind described. He also suggests that it would be well for any florist engaging any employee for a responsible position to investigate the statements made by the applicants to see if they are based on facts. Mr. Schling's letter follows:

"Not very long ago one of our errand boys applied for a position in a flower establishment living in the

reference and stating that he was a salesman and designer. This establishment was a flower shop attached to one of the large hotels. Fortunately for him the manager did not inquire, but on account of being short-handed he put the man on taking care of plants, etc., and helping with filling vases for tables and other work.

"I do not know exactly how he got along, but in the course of time he did learn something of the business, possibly not enough, because he had to leave, and it was just in the beginning of the fall season that he secured another position in a New York flower shop of excellent reputation. There he made such an impression on the proprietor that he did not inquire about him, but just wanted to secure a good man for the coming rush, but this man, the next day, stated that he could start in immediately in our place at a much higher salary, trying to increase the offer in the place where he had been engaged. The florist called me up and asked me point blank 'did you offer so and so a position?' I told him no and told him also the reason why I wouldn't employ the man.

"Several times we received inquiries from florists regarding a man who claimed to work for us and whose name and pedigree we did not know anything about. That proves that there are men who are utilizing the name of our firm to get in connection with other firms and it should be stopped."

The very heavy call for young rose plants indicates as was to be expected a lot of replanting this season, and it is interesting to everyone handling roses to note the varieties which are in demand. I don't know whether to place Premier or Columbia at the head of the list, but both of these sorts are being planted in large quantities, and besides these there are three others which figure heavily,—Ophelia, Double White Killarney and Madam Butterfly. Of course, this is not taking into consideration the new sorts, but all of the old standbys are fast being pushed into the discard.

Mr. Roman Irwin, who has been spending several days visiting growers in the vicinity of Boston, is enthusiastic over his new quarters in New York City. He says that when the work now being done on them is completed they will be practically just what he has been waiting for since he went into business. It is expected that they will be among the finest offices of anybody in the trade anywhere in the country. Mr. Irwin plays just as hard as he works, as anybody could see who attended the florists'

New Violet "Duchess"

This is a great improvement on Princess of Wales. Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

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Azure Blue	\$0.40	\$3.50
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King of the Blacks.....	.40	3.50
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Peacock, blue, claret and white40	4.00
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outing at Suntaug Lake, last Saturday, and doubtless that is one reason for his business success, for it is true as ever that "all work and no play makes Jack a dull boy."

BOSTON FLORISTS' OUTING.

A Largely Attended and Very Successful Event.

It was an ideal day which the Boston Florists' Association had for their picnic last Saturday, and Wardhurst, Hap Ward's well known establishment at Lynnfield, was invaded by a party of nearly 150, including many guests. Instead of having the dinner at noon, as usual, it was postponed until 5.30 in order that those who participated in the sports might be in better condition for running, jumping and ball playing. The first event was a ball game between the retailers and the wholesalers, the former winning by a score of 6 to 5. Roman Irwin, of New York, and Jake M. Cohen of Boston were the umpires, and their decisions were so impartial that nobody registered a single kick. In the course of the game, Arthur Carr was so unfortunate as to be hit in the side of the head with a pitched ball while at the bat. His ear was cut, but he insisted on staying in the game and went to first base. One feature of the game was the base running of Henry Penn. Prizes of safety razors were given to each member of the winning team, this ceremony taking place at the dinner later, on which occasion Mr. Hoffman said that he believed Umpire Irwin should be rewarded too, and accordingly turned over his razor to him.

After the ball game came the married ladies' race, which was won by Mrs. Sidney Hoffman, the prize being a handsome bag. Mrs. Stanley Rogers came in second and received a fountain pen. The winners in the single ladies' race were Miss Thommen and Miss Letson. The fat man's race was an interesting event, but Edward Welch showed surprising speed and won the first prize, Mr. William Nicholzen was his closest competitor. A spirited 100-yard dash was won by

Stanley Rogers, who was awarded a handsome umbrella and walking stick, donated by the Climax Box Co. Albert Neddy was second.

The dinner was an elaborate one, and cooked to the queen's taste. There was a short pause in the festivities when Mr. Penn announced that the mother of E. S. Gorney, secretary of the association, had just passed away. All those present stood for a few moments out of respect to her memory.

In the course of the evening a few remarks were made by Henry Penn, president of the organization, and Sidney Hoffman, chairman of the committee on arrangements, to whose energetic efforts the success of the outing was largely due. Mr. Hoffman had the able assistance of William R. Nicholzen in the preparations. Evidently the association is now in a flourishing condition, for Mr. Frank Edgar, the financial secretary, was seen gathering in the shekels at high speed. William Stickel is the treasurer, and Elijah F. Gorney, secretary of the association, completing a list of active and efficient officers.

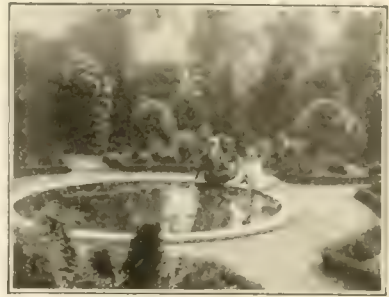
BOSTON.

Mr. John Farquhar is to leave late in July for France, and will spend sometime there and in other European countries, returning in September.

Mr. Arthur Carr, a well known salesman in the market, has recently returned from a fishing trip in Maine. It is evident from Mr. Carr's countenance that he spent much time in the open air. He reports that the fish are biting well in the Pinetree State.

Mr. E. H. Wilson, of the Arnold Arboretum, has finished packing his goods in preparation for his next long trip, which will take him around the world. He leaves the middle of next week, and will be gone about two years.

The florist shop of J. F. Shea which was formerly located on Center street, Jamaica Plain, has been moved



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to a new location on the same street.

It is expected that the picnic of the Gardeners' and Florists' Club at Cunningham Park, East Milton, on July 22, will be very largely attended. A long program of sports is being prepared.

Mr. William Cahill, the New England representative of Rowan Irwin, was painfully injured in the recent railroad collision at Worcester. It is understood that he will be confined to the house for some time as a result of his injuries.

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5000 Columbia, 2½ in. own root, per 1000.....	150.00
1000 American Beauty, 4 in. own root, per 1000.....	200.00
1100 Hoosier Beauty, 3 in., per 100.....	15.00
300 Maryland, 3 in., per 100.....	15.00

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HORTICULTURE

Established by William J. Stewart in 1904

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Change seems to be the law of life, at least in Moving a big city like Boston. The editorial staff of again HORTICULTURE had only become well accustomed to its quarters at 78 Devonshire Street when it began to hear rumors of a plan to demolish the building to make room for a larger structure. When the owners declined to renew our lease we knew that another shift was impending, accordingly we were prepared for the worst when the announcement came that the building is to be razed immediately to make place for an addition to the National Shawmut Bank.

Fortunately, however, we have been able to secure equally commodious and even more pleasant quarters, although they are somewhat further from the center of the town. After this week the editorial and business offices of HORTICULTURE will be located at 739 Boylston Street, where we will have every facility for our work. With a three years' lease this time we feel reasonably certain that we shall not be disturbed again in a hurry.

In spite of the high building costs in Boston, a great amount of work is being done, especially in the way of tearing down existing buildings to make room for larger and more modern office structures. Naturally these changes hit the florists and other members of the horticultural trades. Under present conditions nobody is sure as to his rent or his location unless he owns his building or has a long term of lease. However, as we have said before, change is the law of life and usually it means progress.

We are sure that all members of the trade Expression of sympathy who are acquainted with Mr. William N. Craig, Secretary of the Gardeners and Florists' Club of Boston, and Superintendent of Faulkner Farm, will give him and his wife their heartfelt sympathy in the loss of their son, which is chronicled on another page. The young man gave great

promise and was the pride of his parents' heart. It is not strange that Mr. Craig has received letters of condolence from all over the country. His friends, and they are legion among gardeners and florists, feel the keenest regret at his loss.

At the meeting of the American Seed Trade Association in Milwaukee last week Mr. J. Too many names Horace McFarland read an unusually interesting and important paper on the duplication of plant names, although it bore a different title. Horticulture Nomenclature was what Mr. McFarland called his paper, but the subject matter had to do with the general mixed-up condition which exists as regards names of vegetables, flowers and fruits. It is a well-known fact that there are vegetables which masquerade under half a dozen different names, although they are identically the same. On the other hand, there are different ornamental plants which bear exactly the same names. A prominent seedsman has said that there probably are 10,000 names for only a thousand distinct vegetable varieties. Mr. McFarland is chairman of the joint committee on Horticultural nomenclature which is acting for practically all of the organizations representing horticultural interests, with the exception of the American Seed Trade Association.

It is very probable that this association will be moved to cooperate now, for Mr. McFarland cleverly and clearly set forth the need of this work. Certainly it would be to the best interests of the trade to have much clearer understandings as to the right names to use and the public would be benefited and no doubt pleased if all catalogue makers would unite in using exactly the same names for the same flowers and vegetables. This would be easy enough as regards some things like the different daistes, the buddleias, primroses and other flowers, but we must admit that greater difficulties will be encountered when it comes to dealing with the same vegetables put out by different seedsmen under names of their own for the purpose of obtaining additional prestige.

In the course of his talk Mr. McFarland gave one excellent illustration of the difficulties brought about in human affairs by identical names. He said that when he was in government work at Washington last year an unmarried man who enlisted in Rochester, N. Y., and went through the war, was met on his return by two alleged wives, neither of whom he had ever seen, and one of them being a black woman from Macon, Ga. Both women claimed and could prove that they had received the man's service allotment, although he had assigned it to neither. There was simply a duplication of names and of wives, as well as of colors, but the confusion was no worse, Mr. McFarland claimed, than exists among the peas and beans, tomatoes and turnips offered in a seed catalogue.

Whatever the results may be as far as the seedsmen are concerned, and a reform along this line is certain to come, the fruit growers have already done much to straighten out the nomenclature of the varieties which they handle, and nurserymen are progressing rapidly along the same line. Mr. McFarland's committee was doing good work, everybody knew, but perhaps it was not generally realized that so much had been accomplished or that the need was as great as it is until the gentleman from Harrisburg had presented the facts in his able paper.

FLOWER SHOW IN BOSTON

What Was Announced as a Rose Exhibit Developed into a Peony Display

According to schedule the Show at Horticultural Hall, Boston, last Saturday and Sunday should have been a combination rose and strawberry show. As a matter of fact, it was a very much better peony show than the one which was held at the regular peony exhibit the previous week. Peonies were in good condition last week, and as a result the hall was filled with these flowers, many of them of high quality. Only a few roses and fewer strawberries were exhibited, owing again to the lateness of the season. Some especially handsome Japanese singles were shown by D. W. McKissock, of Needham. H. F. Chase, of Andover, who has acquired an enviable reputation as a peony breeder in a limited way, had a very good collection, one of his seedlings, Miriam, a rich rose pink, attracting especial attention. He also showed a stalk of Lady Alexander Duff with six fine blooms. T. C. Thurlow's Sons, of West Newbury, made a notable entry with 10,000 blooms.

A special display of evergreens from the Blue Hill Nurseries was also a feature of the show which attracted much comment. A number of remarkably fine small specimens were shown of Japanese larches and arborvitae.

A list of awards follows:

Awards for Flowers

Theodore Lyman Fund, No. 2. Herbaceous Peonies. Collection of twelve named varieties, Japanese single. 1st, Arthur H. Fewkes; 2nd, D. W. McKissock. Collection of six named double varieties, White, one flower of each: 1st, T. C. Thurlow's Sons, Inc.; 2nd, Arthur H. Fewkes. Collection of six named double varieties, Rose Pink, one flower of each: 1st, T. C. Thurlow's Sons, Inc.; 2nd, Arthur H. Fewkes. Collection of six named double varieties, Salmon Pink, one flower of each: 1st, T. C. Thurlow's Sons, Inc.; 2nd, Arthur H. Fewkes. Collection of six named double varieties, Red or Crimson, one flower of each: 1st, T. C. Thurlow's Sons, Inc.; 2nd, Arthur H. Fewkes.

John C. Chaffin Fund. Roses. Twelve named varieties of Hybrid Perpetual roses, one bloom of each: 1st, Miss Cornelia Warren.

John A. Lowell Fund. Collection of twelve named varieties of Hybrid Tea roses, one bloom of each: 1st, David Tyndall. Six blooms, any Pink Hybrid Tea Rose: 1st, David Tyndall.

Samuel Appleton Fund. Sweet Williams. Display, eighteen vases, not less than six varieties: 1st, Faulkner Farm. Hardy Herbaceous Flowers. Twenty-five vases, distinct species and varieties, not less than ten genera for private growers only: 1st, Faulkner Farm. Best display of hardy herbaceous flowers: 1st, Blue Hill Nurseries. Silver Medal.

Gratuities: Miss Cornelia Warren, display of Roses; H. F. Chase, display of Peonies; Arthur H. Fewkes, display of Peonies; Blue Hill Nurseries, collection of hardy flowering shrubs.

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Silver Medal: Blue Hill Nurseries, Thuya occidentalis var. Owyenne; Blue Hill Nurseries, collection of Evergreens.

First Class Certificate of Merit: Blue Hill Nurseries, Juniperus virginiana var. Blue Hills.

Awards for Fruits

Theodore Lyman Fund, No. 2. Strawberries. Six plates of 48 berries each, distinct varieties: 1st, Hillcrest Gardens. One plate of Barrymore, 48 berries: 1st, Hillcrest Gardens. One plate of Sample, 48 berries: 1st, Hillcrest Gardens. One plate, any other variety, 48 berries: 1st, Hillcrest Gardens. Meteor; 2nd, Hillcrest Gardens. Glen Mary.

Awards for Vegetables

William J. Walker Fund: Beans. String, fifty pods: 1st, Faulkner Farm. Plentiful; 2nd, Faulkner Farm. Sutton's Perfection. Beets, twelve, open culture: 1st, Hillcrest Gardens. Crosby's Egyptian. Cabbage, four heads: 1st, Hillcrest Gardens. Jersey Wakefield. Lettuce, Cabbage, four heads. 1st, Hillcrest Gardens. Big Boston. Peas, two varieties, fifty pods each: 1st, Hillcrest Gardens. One variety, fifty pods: 1st, Edward A. Clark, Breck's Pilot; 2nd, Hillcrest Gardens. Pilot. Tomatoes, twelve specimens: 1st, Faulkner Farm. Comet. Collection of Vegetables, eight varieties, arranged for effect: 1st, Hillcrest Gardens.

GENERAL NEWS NOTES.

Mrs. Ella Grant Wilson of Cleveland writes that she is just back from her trip through Yellowstone Park and has had a wonderful experience.

Matthew F. Ruane, the well known florist of Waltham, Mass., has just been married to Emily K. Irwin. The couple have gone on a two weeks' automobile trip to include the Mohawk Trail and Niagara Falls.

During a recent hailstorm at Hampden, Conn., more than 2,000 panes of glass were broken at the Hyland Greenhouses on Circular avenue.

One of the plate glass windows in Richard Griffiths Flower Store in Lowell, Mass., was recently broken by a horse which backed into it.

The Rochester, N. Y., Rose Society has re-elected John Dunbar president. Mr. Dunbar is one of the best known horticulturists in the country and a great lover of roses.

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Flowers Under Glass

It is a good plan to make a sowing of Cineraria seeds at this time. You can make another in August and a third about the middle of September, in order to have plants from February on to Easter. Seeds germinate readily now, and the young plants are not difficult to handle during the warm weather. Be sure to use fresh seeds, however, and get the best strain you can of Cineraria hybrida. I think you will get the best results from using a soil made of leaf mold well mixed with sharp, clean sand. Put the trays in a cold frame and keep them moist and shaded, but have the sash raised a few inches from the beginning unless the weather turns cold and damp. When the seedlings are up you can put off the sash on rainless nights. After the seedlings have developed their third leaf begin transplanting.

It is necessary to keep working the carnations regularly in order to have them in good shape for next winter flowering. It is not a difficult matter to handle them if you are fortunate enough to have sandy soil, but when the soil is heavy and full of clay, difficulties are greater, for such soil must be kept stirred continually if the plants are to do their best. You may have to do a little hand weeding close around the plants. It is best to do this while the weeds are small, because after they get large you are likely to loosen the carnations when pulling out the roots. Make a particular point of cultivating after every rain, because a few hours of sunshine will cause a hard crust to be formed. Every few days go over the field and pinch back wherever necessary in order to get short stocky plants.

During cloudy spells such as have come frequently this season, be careful not to overwater the roses, although this is not a very great danger if the soil is open and the drainage is sufficient. On cloudy days when the plants have been watered, it is a good plan to go through the house the last thing at night and blow plenty of air slacked lime around as this helps to dry out the air and to prevent the formation of spot. When you have spotted stock, blow the lime into the air above the walks rather than under the benches, for otherwise

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the plants may look as if they were whitewashed. Be careful to keep the rain out in case of a shower, and have your night man put the vents down in the houses of young stock first. If you can anticipate the coming of the storm and close up the house gradually, so much the better. With only mild rains, you can lower the vents so that they shed water but are not wholly closed.

Keep your violets growing without a check. This will mean removing every runner and keeping the plants free from disease or yellow leaves. Especially watch out for green flies. In fact, it is most desirable to anticipate their coming and fumigate in advance. A weak nicotine solution used regularly will help to keep them away. Look over the benches at least twice a week, if you can find time to keep the weeds from getting a start and keep the surface of the benches loose by continued cultivation. Few plants take more careful attention than do the violets. Keep the plants well watered and syringed during bright weather, but if the weather is dull keep the house as dry as possible.

In spite of the fact that it seems sometimes neglected, florists cannot well get along without Adiantum, and many florists can afford to give it more attention than usual. You need to have a house in which you can maintain a temperature of not less than 60 degrees during zero weather. With such a house you can well afford to devote some attention to this fern. You can use the stock out of 2½-inch pots, but will do better to get larger plants if possible. Remember that like most ferns the Adiantum flourishes in a mellow loam, but you should have a fair amount of well rotted cow manure and a little sharp sand in addition. Have the drainage good.

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ARBORETUM NOTES.

Tree Lilacs.

The Lilac season closes with the flowering of these eastern Asiatic species which are popularly known as "Tree Lilacs." They all have handsome dark green leaves which fall in the autumn without change of color, and large usually unsymmetrical clusters of white flowers with the disagreeable odor of the flowers of the Privet. They are handsome and hardy plants and when in bloom the most conspicuous of the trees or large arborescent shrubs of their season. This year, the three species promise an unusually abundant bloom. The first of these plants to flower, *Syringa amurensis*, is a native of eastern Siberia, and a shrub twelve or fifteen feet high, with dark-colored bark, leaves pale on the lower surface, and short unsymmetrical flower-clusters which usually are produced only on alternate years. *Syringa pekinensis* blooms soon after *S. amurensis*. It is a native of northern China and a shrub sometimes thirty feet tall and broad, with stout spreading stems covered with yellow-brown bark separating into thin plate-like scales like that of some Birch trees, narrow, long-pointed leaves, and short, unsymmetrical flower-clusters, usually in pairs. This species retains its leaves later in the autumn than the other "Tree Lilacs," and it flowers profusely every year. The last of these plants to flower, *Syringa japonica*, is a native of northern Japan and a tree sometimes forty feet high, with a tall straight trunk covered with lustrous brown bark like that of a Cherry tree, a round-topped head of erect branches, broad thick leaves and mostly symmetrical flower-clusters often eighteen inches in length. This tree rarely flowers except in alternate years.

Berberis Vernae.

Gardeners often complain that there are now too many Barberries, and it is certainly true that only an expert who has devoted years of special study to the genus can readily distinguish all the species, varieties and hybrids in the groups of which *Berberis vulgaris*, the common Barberry of western Europe, and now naturalized in the north-eastern United States, is a typical plant. There are now probably at least one hundred different Barberries in the Arboretum Collection and the number is likely to increase rather than to decrease, for Barberries hybridize easily in collections like the one in the Arboretum, and it is more than probable that China, the headquarters of the genus, may still contain undescribed species. There may be too many Barberries but no one

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who has once seen *Berberis Vernae* as it is now growing in the Arboretum will regret that Wilson, who discovered this plant in China, sent seeds to the Arboretum in 1910 from the neighborhood of Sungtan in the upper Min Valley where he found it at an altitude of about nine thousand feet above sea level, growing with the other Chinese Barberries. *B. Vernae* is here now about six feet tall and nearly as much in diameter. The long, slender, bright red branches covered with small, nearly entire leaves arch and droop gracefully, and from them hang on long stems innumerable slender clusters of small, pale yellow, slightly fragrant flowers which in the autumn are followed by small red fruits. A green fountain best describes this shrub. There are Barberries with larger and handsomer leaves, larger flowers and more brilliant fruit, but there is not one in this collection, at

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least, of such graceful habit; and *Berberis Vernae* as it grows here is not only one of the most beautiful of the deciduous-leaved species of the genus but one of the handsomest of the shrubs discovered in China during the present century which can be successfully grown in this climate. Plants of *Berberis Vernae* raised from seed collected by William Purdom in Min-chow in western Kansu, received at the Arboretum in 1912, are also well established here.

Neillia sinensis, uninjured by the severe winter, has been as beautiful as usual this year. The flowers are cylindric, clear pale pink, nearly half an inch long and are pendent on slender stems in long one-sided racemes terminal on short lateral branchlets, and do not open until the dark green leaves have grown to nearly their full size. This is one of the Chinese shrubs which seems destined to become popu-

lar in northern gardens. Several other species of *Neillia* are growing in the Arboretum; they are either not hardy enough to flower or their flowers are insignificant.

Aesculus discolor var. *mollis*. This shrub or small tree has not before flowered so freely in the Arboretum. The type of the species has red and yellow flowers, but in the var. *mollis*, which is the only form in the Arboretum, the whole flower is bright scarlet. It is a common plant from northern Georgia to central Alabama and westward to the valley of the Guadalupe River in Texas, ranging west of the Mississippi River northward to southwestern Missouri, and appearing in southwestern Tennessee. In early spring no other plant in the southern states is more brilliantly conspicuous, and its unexpected hardiness in New England is one of the important discoveries made by the Arboretum in recent years. There is a form of *Aesculus discolor* (var. *flavescens*) with yellow flowers which is confined to the Edwards Plateau in western Texas. It is possible that this plant may also prove hardy here. *Aesculus Harbisonii*, which is believed to be a hybrid of *A. discolor* var. *mollis* and *A. georgiana*, is the last of the Buckeyes, with the exception of *A. parviflora*, to bloom in the Arboretum. It is a shrub with broad clusters of large flowers with a rose-colored calyx and canary yellow petals tinged with rose toward the margin. Still extremely rare, this hybrid which is perfectly hardy deserves to be better known.

CONNECTICUT HORTICULTURAL SOCIETY.

The Connecticut Horticultural Society will hold its Annual Fall Flower and Vegetable Exhibition at Hartford on September 22 and 23 next.

GENERAL NEWS NOTES

Mr. S. B. Ayers is adding 5,000 square feet of glass to his range at Sunny Slope Seed Farm, near Kansas City. The extra space will be used for sweet peas. It is understood that Mr. Ayer's retail store is also to be enlarged.

Walter Mott, long a traveling salesman for Benj. Hammond, the slug-shot man, is now on the road for W. W. Barnard Co., of Chicago.

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LADIES' SOCIETY OF AMERICAN FLORISTS

If, as members of the Society of American Florists predict, the coming convention of this society is to be a record breaker, both in interest and attendance, may I appeal to the members of the L. S. A. F. urging every woman to interest herself in the forth-coming convention and consider herself a committee of one to make plans for the success of our part of the convention. It would be a great encouragement to all of the officers who are trying to make the society a real working force in Horticulture affairs, if the attendance of the members could be record-breaking.

Never before have so many women been interested in the florist profession and never was there a need of a stronger affiliation, whether the interest is from a personally conducted business or merely as the wife, sister or mother of florist, grower or seedsmen.

The social element of every great business must be considered and it is the duty and the pleasure of the ladies to look after this, not only to make the convention better for the ladies, but better for the men. We plan this year to revive the special feature for the ladies evening entertainment. To make this a success we need more than plans, more than funds; we need your attendance and your interest. I have been an attending member at

these conventions for several years and it has been the greatest pleasure to meet the members from all over the United States. As president of the society it is my greatest desire to bring the ladies into a closer association this summer. It is to our mutual advantage and pleasure that we know each other better and these conventions offer the only opportunity. We need a closer co-operation and the association that these few days afford is of far-reaching benefit. We need your presence. I feel fully justified in making a very earnest appeal, urging every woman who can, to attend the convention and if not already a member of the Ladies Society, we shall very surely enroll you, for once an attendant at a successful convention, means always a member.

Very sincerely,

MRS. B. HAMMOND TRACY.

E. J. Roegean and Geo. H. Noyes of the Boston market are leaving on the 10th for a two week's trip through Maine by automobile and may go to Montreal and Quebec before they return.

A new flower bed in the Public Garden is to contain the insignia of the American Legion worked out in an attractive manner. It will contain a gold star representing Boston's war heroes who died in the service, a silver star for the wounded and gassed, and a bronze star to represent all the others.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

It was my privilege to spend an hour or two at the height of the peony season this year at the home of Mr. E. J. Shaylor, whose hybrids have made him famous from coast to coast. Mr. Shaylor's home in Auburndale is a delightful place, located as it is on the top of a high hill, with miles of view stretched out like a curtain before the broad veranda. Thoreau's much quoted remark about the public wearing a beaten path to the door of the man who did something a little better than anyone else might well apply to Mr. Shaylor, for a steady procession of men and women, many of whom are famous in the horticultural world, climb the hill leading to his home, as long as the peony season lasts. The day before I was there, for example, one of the visitors had been Mr. W. H. Havemeyer, who, I understand, left an order which called for only a few plants and a large check. As a matter of fact, it is not unusual for Mr. Shaylor to sell peony roots for a hundred dollars. That is the highest price he has yet obtained, but he is nursing along a seedling for which he expects to get two hundred dollars. I think that he is justified in this expectation, too, for the flower is one of the loveliest ever seen in the peony world, having with its cream white petals and its heart of gold about every quality which a peony should possess.

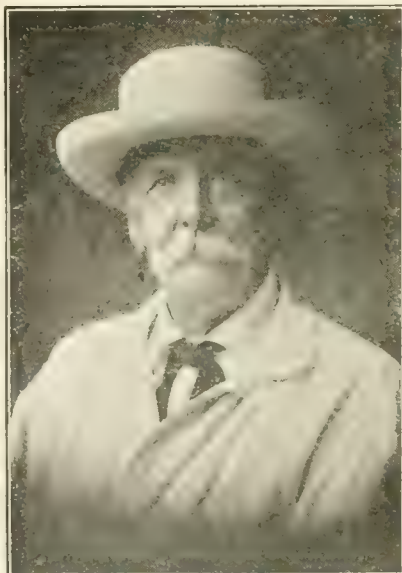
It is not a big garden which Mr. Shaylor carries on, and the orders oftentimes come in faster than he can fill them, especially for the newer and rarer varieties. He told me that he had sent back a large amount of money because he could not supply the plants. Not infrequently, he said, people from various parts of the country would send him a check for amounts running as high as five hundred dollars, simply specifying that he send them an assortment of peonies such as he might choose.

It is a delight to talk with Mr. Shaylor, especially when walking through the rows of blooming plants, because of the rare enthusiasm of the man and his obvious affection for the creatures of his handiwork, and the

bubbling good humor which came ever to the surface. He is no longer a young man, and has given twenty years of his life to this work, making a success such as that which comes to few men.

Mr. Shaylor said that he, like many The plant is a robust one, and the flowers are borne profusely. Wilton other peony growers, was working industriously to obtain a pure yellow peony, and expected that in the process of time it would be evolved. He already has peonies with very yellow centers, from which he has bred out the pink petals so that they are now white. It is called Luella Shaylor. This is one step in the right direction. If I am not mistaken there is a standing offer of a hundred dollars to the man who first devolves a yellow peony, the flower to be named for the late Mr. Harrison, of York, Nebr.

Mr. Shaylor's garden is full of seedlings, some of which have been named, while others are known as yet only by number. Luella Shaylor, which I have already mentioned is a remarkable bloom, one of the finest which Mr. Shaylor has originated. Another perhaps equally good but quite different in form is Mrs. Shaylor Force. This is a big, round blossom, very full, and immensely attractive. Still another peony with which I was much enamored was a great pink, fluffy seedling called Rose Shaylor. In color this is one of the daintiest and prettiest blossoms in the gar-



E. J. SHAYLOR

den. Mr. Shaylor had William F. Turner blooming splendidly in spite of the rains which had beaten down many of the plants. The velvet like petals of this dark red variety are wonderfully fine. With one exception, this is undoubtedly the nearest black of any peony yet originated anywhere. Lockwood is also a splendid bloomer, one of the best in the garden. Unfortunately, Mr. Shaylor had no specimen of Georgiana Shaylor, having sold all of his stock. Wonderful reports come from the success of this peony, however. It has taken prizes in various parts of the country, and the most enthusiastic reports of its high quality keep coming in. It is one of the best things which Mr. Shaylor has yet put out, but judging from the character of the flowers in his garden, he has yet many surprises for the peony world.

GOOD SWEET PEAS.

By Geo. W. Kerr

La France is a sweet pea gem, in my opinion the best deep cream pink. The wings are rather deeper colored than the standard, running to rich rose-pink. This is extra fine.

Joan of Arc. Deep shell-pink, practically a self color throughout. This is indeed first-class and is quite distinct.

Mrs. J. T. Wakefield might be briefly described as an improved Mrs. J. Balmer. The ground color being rich cream, the entire flower edged rose. As the flower ages it becomes suffused with rose throughout.

Hawmark Pink is in my opinion the finest novelty introduced for some years. It is perfectly distinct to all other pinks. The great feature, or, the predominating beauty of the flower is in the rich coloring of the wings which are decidedly deeper in color than the standard though at the same time the variety might be described as a pink self. The color is very difficult to describe, but it might be said to be a deep shell-pink with a slight suspicion of orange which adds an unusual brightness to the flower. The standard is decidedly lighter in color than the wings. This is the Pink seedling for which I was awarded a certificate at the New York Show last June.

Daisy Bud is a first-class blush-pink with flowers of great size, and a decided preponderance of double or duplex flowers. A strong grower, it bloomed most freely with me last June during adverse weather conditions and when other varieties had given up the ghost.

The above are all standard or summer-flowering Spencers, and in addi-

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tion to these quite a family of early flowering Spencers have now been introduced. To those who grow primarily for garden decoration and cutting, this new class is of inestimable value due to their precocious habit of blooming. By their aid the Sweet Pea season may be considerably lengthened as they begin to flower at least three weeks ahead of the standard varieties when sown in the open.

With the view of getting some idea of how these early flowering Spencers would behave grown in the open in the British Isles, early last winter I sent a collection of my best seedlings to a friend in the South of Scotland. In a letter received from him the other day, I was surprised and delighted to learn that they were, by experts there, considered superior to the summer-flowering Spencers. The explanation given was that the flowers were larger, while the blooming season was considerably extended. The varieties which received his highest commendation were: Mauve Beauty, Primrose Beauty, Improved Snowstorm, Exquisite, Enchantress, Lavender King, Pink Beauty, Dazzler, Empress and Canary Bird.

No doubt the cool moist climate must have suited them to perfection, for, although the flowers of these early sorts are immense in size when cultivated under glass, yet in this rather hot locality they do not as a rule measure up to the summer-flowering sorts when grown in the open or at least after the weather becomes at all hot. I shall be interested to learn how they do in our cooler northern states and Canada.—*American Sweet Pea Bulletin*.

George Watson's Corner

"You in your small corner and me
in mine."

E. H. Flood writes from Brussels under date of June 11, reporting all well and having a good time. No report on the Belgian glass business. He promises that a little later. It will be interesting to hear what he has to say on that subject. He will also visit the glass producing centers in Northern France, and expects to put in a week or two in gay Paree.

And speaking of glass reminds us that the glass men of this country are to have a big time at Atlantic City soon. The National Association of Window Glass Manufacturers will hold their annual convention there July 7, 8 and 9. J. R. Johnston of Pittsburgh, reports the arrangements all complete and a busy and enjoyable program all complete for the hundreds of members and their ladies from all parts of the country. The association headquarters will be at the Hotel Traymore.

John Westcott left on the June 25, for a visit with his old friend "Jeff" at Atlantic City. We refuse to give "Jeff" his Sunday name, initials and titles in this report. We have not forgotten the "sawdust pudding" he foisted on your humble servant at Barnegat some years ago.

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FLORISTS OF CLEVELAND

Men and Women Who Will be Hosts of the S. A. F.

Naturally the attention of florists all over the country is now focused on Cleveland where the next convention is to be held. As it happens, many of the Cleveland florists are already well known to the trade in general, and there is no doubt but what they will make excellent hosts. Mr. H. P. Merrick, writing in the June number of the Journal of the Society of American Florists, discusses somewhat at length a number of the less known florists of Cleveland and vicinity. The following are interesting excerpts from his article:

"Uniquely situated in the apex of a flat-iron building is the retail store of the Jones-Russell Co. Almost surrounded by glass, this store has the novel effect of a huge showcase enclosing a bower of beauty. Owing to the expiration of their lease in the near future, the company have been compelled to seek a new home, and an admirable location has been found in the magnificent new Hanna building now nearing completion. It is their desire and purpose to so arrange the equipment of this store that it will take its place, without question, as one of the beautiful flower establishments in America.

"As recent as fourteen years ago, Herman P. Knoble was engaged in the hardware business, but realizing the possibility of applying modern efficiency methods to the retail flower business, which held for him a strong attraction, Mr. Knoble, launched the firm of Knoble Bros., with a force of four employees, which has since increased to an organization of thirty. Approaching the business with unusual breadth of vision, Mr. Knoble, now a director of the S. A. F., enjoys a national reputation as one of the leaders in the business, and is recognized as an authority upon publicity and selling methods.

"The 'Woolworth of the floral business' is the sobriquet not misapplied to Al. Barber, for he has achieved renown by applying the chain system to his flower stores, of which he now operates six, three in Cleveland, and one each in Akron, Youngstown and Warren. With the recently acquired Calhoun property on Euclid

avenue. The sign, 'Park Flower Shop' upon a store indicates that it is one of the links in Mr. Barber's chain.

"From a never-failing fount of friendliness, Asher M. Coe radiates good-will, and the perennial sunshine of his countenances beams forth wherever there is held a gathering of national importance to the florists. Measured solely by extent of glass, Mr. Coe's range of greenhouses, in the rural suburb, North Olmstead, is less impressive than many of our modern 'flower factories,' but the quantity and quality of the stock produced is a marvel to all who behold.

"No, 'Captain' John Kirchner does not sail the seas, for the prefixed title relates to the fleet of White trucks which he commands. One of Cleveland's most up-to-date florists, Mr. Kirchner conducts growing houses on Greene road, and a splendidly appointed store on Quincy avenue. Not the least lucrative department of Mr. Kirchner's business is the renting of palms for decorative purposes.

"Last, but very far from being least, Cleveland boasts a galaxy of stars—or shall we say a garland of American Beauties—in a goodly list of women florists. The equality of the sexes is well exemplified by the acme of success which many of these ladies have attained. Familiar names among the feminine members of the florists' cult are Miss Hester Getz, Mrs. Mercer, Mrs. Schott, Miss Dunn, the 'Misses O'Connor, Miss Christine and Mrs. Vopat.

"At Mentor are the Merkle Brothers, who, like most of our commercial growers, embarked upon their enterprise many years ago, with a very modest beginning. Their greenhouses

range today is one of the largest in the vicinity of Cleveland, and while formerly it was devoted to the growing of potted plants and ferns, a large extension was built several years ago to provide facilities for the growing of cut flowers.

"Prominent also is the name of Carl Hagenberger, and his plant established at Mentor is famed as the home of the Cleveland Cherry.

"Several years ago the Cleveland Cut Flower Co., composed of Frank Williams and the genial Bate brothers, George, Herbert and Guy, dismantled their large greenhouse range at East Cleveland and rebuilt it in a modern manner upon property which had been acquired at Newton Falls for this purpose, and upon which they had already erected three rose houses, each 50 feet wide by 400 feet long. Newton Falls, a small and somnolent town, was selected because of its superior climatic conditions and the absence of manufacturing industries and their attendant smoke and congestion.

"Just a few doors from the store of the Cleveland Cut Flower Co., is the wholesale store of the Cleveland Plant & Flower Company, conducted by Walter C. Priest and S. H. Berthold. Mr. Priest is also vice-president of the Brookline Floral Co., operating a large range of glass on Pearl Road. A number of these greenhouses were rebuilt last year after having been demolished by a cyclone.

"Among the several wholesale branches recently established in various cities by the McCallum Co., is that of the Cleveland-McCallum Co., under the management of James Mac-

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60	10 in.	.90	9.90	77.50
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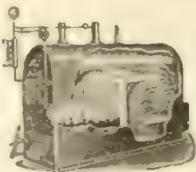
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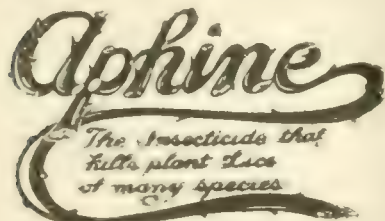
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ISLIP GARDEN CLUB.

The regular monthly meeting of the Islip Garden Club was held in the Town Hall on Friday evening, June 4th, about twenty-five members being present with President Lickman in the chair.

A vote of thanks was extended to Mrs. John B. Stanchfield for the use of her grounds for demonstration on spraying and the home mixing of Bordeaux spray, given by the Suffolk County Farm Bureau in connection with the Garden Club. After the ordinary business of the evening was over Mr. Willmirth Haff was called upon to make the presentation of the silver cups given by the club to the winners of the highest points for the monthly exhibits during the year, the first prize going to Robert Lickman and the second to Frank Luma.

The judges for the evening were Henry Rowlinson, William McCollom and Joseph Wood, and the following awards were made: 6 tomatoes, first, Robert Lickman, 2nd, Carl Landolt; 25 radishes, 1st, Frank Luma; 2nd, Andrew Johnson; 2 cauliflower, 1st,



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A special prize was also awarded to Carl Landolt for an exhibition of cucumbers.

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some small yellow daisy. It is worth growing for its rich blue color and its keeping quality in the house. It is also pretty in the blue bed in the garden.

M. R. CASE.

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June 27, 1920.

GROWING PRIMROSES

Primroses can be grown in a cold frame from now on, and it is a good plan to plunge them in fine coal ashes. Give them an overhead spraying each afternoon if time can be found. Plants from early sowings should now be in 2 1/2 or 3-inch pots. They like a compost comprising equal parts of leaf mold and loam with a little sand. Give the young plants plenty of light, but shade them somewhat from the direct rays of the sun. You can still sow primrose seed. The plants will not be as fine for the holiday season as those from early sowings, but you can have them in good shape for later sales, and even at Christmas time there is often a good market for small plants in 4-inch pots because that is a convenient size for market. A moist heat is desirable in order to induce quick germination of primrose seed. When the plants are large enough, prick out and pot up, and when shading these plants be careful not to overdo the business, for otherwise you may have spindling, weak plants.

COMING EVENTS

Boston.—American Sweet Pea Society, annual exhibition, July 10 and 11. Sec'y, Wm. Gray, Bellevue ave., Newport, R. I.

Cleveland.—S. A. F. and O. H. annual convention, Aug. 17, 18, 19. Sec'y, John Young, 43 W. 18th st., N. Y.

New York.—American Dahlia Society, annual exhibition, Pennsylvania Hotel, Sept. 27, 28, 29. Sec'y, E. C. Vick, 205 Ellwood ave., Newark, N. J.

Indianapolis.—Florists' Telegraph Delivery, annual convention, October (second week). Sec'y, Albert Pochelon, 153 Bates st., Detroit, Mich.

New York.—Chrysanthemum Society of America, annual exhibition, American Institute, Nov. 3, 4, 5. Sec'y, Wm. A. Eagleson, 324 W. 23rd st., N. Y.

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S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN

With the passing of Independence Day, the florists look forward to a season of two or three months, when the cares of business weigh lightly and consideration can be given to matters other than those concerning the filling of orders. The case is rare where a florist reports anything but good business for the season now behind us. Undoubtedly, it was a good season for, practically, everybody in the business, grower and distributor alike. The consumption of flowers has been enormous, and Mr. Ashbarrel has not been able to get supplies except in one or two cases when natural conditions favored him, conditions out of the control of the florists. All this has been due to a steady demand for flowers.

The people of this country have, within the past two years or more, been educated to a greater use of flowers. The simplest table now must have its floral decoration. Even the most humble homes must be occasionally brightened with a few flowers. Our Campaign for publicity for flowers has been a great factor in influencing this demand. Our own publicity has been instrumental in producing other publicity. Newspapers and magazines in these days teem with references to flowers and their use in domestic life. "Say it with Flowers" has become a thought as well as a message, and our industry profits in consequence. This is a result which it was expected our Campaign would produce—and it comes to us in splendid volume. We can keep it active if we will. It is an asset belonging to all of us, it can be made a heritage if we value it sufficiently.

Many florists, however, fail to see the handwriting on the wall. They seem to accept as a natural condition one that has required effort and the expenditure of large sums of money to create. By their silence and inaction, it might be thought that they were indifferent to our Campaign and its objects. Could greater proof of the efficacy of our work be offered than the fact that in what might have been very, very lean years our industry has not suffered, but, on the contrary, has yielded a greater harvest for those engaged in it than was ever recorded in years we have been used to look upon as "fat" ones? There is an opportunity now to take the

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on Application

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For three generations we have been Growers and Selectors of pedigree stocks of

BRITISH SEEDS

Get our prices for booking forward orders (delivery after 1920 harvest), not tomorrow, but NOW.

State your requirements, we do the rest. Efficient and prompt attention given to all inquiries.

Specialties: Garden Seed and Farm Root Seeds.

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Wholesale Seed Growers,
LANGPORT, ENGLAND.

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IRVINGTON, N. J.

BOBBINK & ATKINS NURSERYMEN, FLORISTS, PLANTERS RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign

BULBS

LILIAM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR JULY-AUGUST SHIPMENT
SEEDLING FERNS in FLATS, all varieties.

FOR IMMEDIATE SHIPMENT BAMBOO STAKES

Natural and Green in all sizes—both domestic and Japanese.
Write for prices stating your requirements.

McHUTCHISON & CO. 95 Chambers St.
NEW YORK

matter of publicity to heart, and it is timely. We want to continue our efforts in this great movement to increase the sales of our products, and to do this, we must have further assistance—money. Make your contribution what you like, as little as five dollars if you can afford no more, but let us have it without delay. We are building on some very active publicity during the coming fall and winter, and we must start it now. The magazines do not need us as much as we need them, and if we are to have their service in fall, we must arrange for it now. You can help us by giving us that support you know you ought to give, by sending in your cheque right away.

The following subscription are in addition to those previously announced; annually for four years unless otherwise stated:

Western New York Florists' Pub- licity Committee, Buffalo, N. Y.	\$250.00
Los Robles, Santa Cruz, Calif.	10.00
Abner Miller, Bravo, Mich.	2.00
Robt. Mehlmann, Oshkosh, Wis.	5.00
J. M. Palmer, Kennett Sq., Pa. (1 year)	5.00
Wm. B. Brotzman, Phillipsburg, N. J. (1 yr.)	5.00
Chas. H. Buening, Easton, Pa. (1 yr.)	10.00
E. N. Kroninger, Allentown, Pa.	25.00
J. L. Louerman, Phillipsburg, N. J. (1 yr.)	5.00
A. B. Kleinhaus, Easton, Pa.	25.00
J. C. Bander, Reading, Pa.	5.00
Harry C. Huesman, Reading, Pa.	10.00
Paul Blackman, Reading, Pa.	10.00
John H. Sykes, Allentown, Pa.	15.00
Andrew L. Yeager, Allentown, Pa. (additional)	5.00
Charles Vorkeller, Bethlehem, Pa. (additional 1 yr.)	5.00
Eldred Floral Co., Pasadena, Calif. (additional 1 yr.)	10.00
Previously reported	\$402.00
Total	\$44,632.20

JOHN YOUNG, Sec.

43 West 18th Street, New York.

HELPING YOUR OWN CAUSE

I just received a list of those who agreed to pay their 1920 subscription, but who have as yet not done so, and it would help our committee considerably if checks were forth-coming at this time.

Kindly maintain the dignity that the profession has reached where payment of due bills is a matter of first importance.

Have you paid your subscribed amount for this year?

Send remittance to John Young's office and help your own cause.

HENRY PENN.

Chairman National Publicity Committee.

THE CLEVELAND CONVENTION

August 17-18-19

Applications for reservations of space in the Trade Exhibition in connection with the Cleveland Convention continue to come in. With a re-

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail **NORTH ABINGTON, MASS.**

PLEASE YOUR CUSTOMERS
by furnishing them with
**Framingham Evergreens, Trees,
Shrubs and Roses**
FRAMINGHAM NURSERIES **Framingham, Mass.**

We Have on Hand the Largest Stock of
BOXWOOD **RHODODENDRONS**
All Shapes Parsons' Hardy American Seedlings
1,000 BAY TREES All Sizes
MONTROSE NURSERIES
N. F. MCCARTHY CO., Props.
Nurseries: "MONTROSE" Wakefield Center, Mass. Office and Salesroom: 112 Arch St. BOSTON, MASS.

arrangement of the aisles as laid out in the original plan, the floor area available for exhibits is increased sufficiently to care for all late comers so far, without materially changing the departmental arrangement. The following are exhibitors in addition to those previously reported:

- Davis Co., J. W., Terre Haute, Ind.
- Durable Products Co., Cleveland, O.
- Henry A. Dreer, Inc., Riverton, N. J.
- Florists' Pub. Service Bureau, Chicago, Ill.
- Hagenberger, Carl, West Mentor, O.
- Kervan & Co., New York City.
- Kirchoff Co., Pembroke, N. Y.
- Newton Floral Co., Newton, Kansas.
- Storrs & Harrison Co., Painesville, Ohio
- White Co., The, Cleveland, Ohio.

Without a doubt, this will be the largest exhibition staged at any Convention of the Society. The attendance, too, at the Convention promises to be of record character, and all who have the interests of the profession at heart should arrange to be in Cleveland during the days of the Convention

JOHN YOUNG, Secy.

43 West 18th St., New York.

AMERICAN ROSE SOCIETY REGISTRATIONS.

The following varieties have been accepted by the rose registration com-

mittee of the Society and unless objections are received by the secretary within three weeks of this publication the registrations will become permanent:

Name: White Ophelia.

Class: Hybrid Tea.

Parentage: Sport of Ophelia.

Description: The plant is similar to the parent with abundant foliage but stronger growth. The color is white tinted with pink in center, very fragrant and with more petals than the parent. It is also a more robust grower.

Offered for registration by The Cleveland Cut Flower Co., Cleveland, Ohio.

Name: Oregon Ophelia.

Class: Hybrid Tea.

Parentage: Sport of Ophelia.

Description: The flower is similar in shape to Ophelia, light pink in color shading to yellow at base. Fifty-six petals. It is tall growing and hardy, having withstood zero weather unprotected. Prolific, having produced 127 blooms outdoors during 1919. The foliage is practically disease proof and because of the increased number of petals the flower holds its shape longer.

Offered for registration by Clarke Bros., Portland, Ore.

E. A. WHITE, Sec'y.

PRIMULA

OBCONICA

CHINENSIS

MALACOIDES

OBCONICA, Separate colors or mixed

CHINENSIS MIXED. 2 $\frac{1}{4}$ inch pots, \$7 per 100; \$60 per 1,000.*Ready Now. Raised from Selected Seed*CINERARIA, Half Dwarf Mixed, 2 $\frac{1}{4}$ inch pots, \$7 per 100; \$60 per 1,000.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., **WATERTOWN STA.**
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

George Watson's Corner

"You in your small corner and me
in mine."

F. Moren Babcock of N. Y. City is out for W. F. Therkildson as secretary of Agriculture. Some of those in the horticultural line in Philadelphia think that if we go into politics we ought to go a step higher than what Mr. Babcock suggests and make our slate as follows:

For President, W. F. Therkildson; Vice-President Israel Rosnosky; Secy. of State, Frank P. Myers; Secy. of Treasury, Miss Anna Jarvis; Secy. of Navy, Adolph Farenwald; Secy. of Agriculture, Luther Burbank; Secy. of Interior, L. K. Peacock; Postmaster Gen., A. C. Zvolanek.

This would cover a wide range in horticultural annals, compliment the founder of Mother's Day, and show our high appreciation of people widely known in our business.

Wm. H. Leonard is summering at his seaside bungalow, Lavellette, N. J. He reports the yachting and swimming fine and the fishing fairly good the past six weeks. Lansdowne sees him only about twice a month.

M. Henry Lynch.

A telegram just received announced the death in St. Vincent Hospital, Indianapolis, of M. Henry Lynch, aged 50, president of the Dingee & Conard Company, of West Grove. He became ill while on a visit to his brother, Joseph, a few days ago. He was reared in the rose growing business and gave it life-long study.

Henry Lynch was not so well known away from his home town as his

brother Joseph. His work was more particularly in the office. He acted as secretary and treasurer of the Dingee & Conard Company for many years. He was connected by marriage with the founder of the company—the late Charles Dingee having married his sister. Henry was a quiet, unassuming, gentle soul, beloved by all who knew him. He started working in the greenhouses when he was a little boy and rose through successive stages to be the head of the house. His brother P. Joseph Lynch is secretary to the Attorney-General of the State of Indiana at present with headquarters in Indianapolis, but still retains his interest as an official of the West Grove establishment, besides owning and running a rose business of his own at New Castle, Indiana. The deceased owned a nice farm near the D. & C. place and for the past year or two had largely retired from active work in the rose business leaving the hard work to his youngest subordinates. The heartfelt sympathy of the trade goes out to his sorrowing family.

THE MARKET.

There has been very little change in the market since last week. Flowers are selling at practically the same prices, and the market is very quiet, no new developments of any kind being reported.

NOT AT ALL DIFFICULT

"Isn't it rather difficult to raise roses at this season of the year?" queried the customer.

"On the contrary, it's dead easy," remarked the florist. "Only this morning I raised them from \$2.50 to \$3.00 a dozen."—*Market Growers Journal*.

Luther Burbank has been taken to a sanitarium in San Francisco.

GRADUATES FROM SCHOOL OF HORTICULTURE FOR WOMEN

Twelve young women from various sections of this country and Canada, have just completed the spring course at the School of Horticulture for Women, at Ambler, Pa., and are now gathering and preserving the fruits and vegetables which they planted early in April.

In celebration of their successful harvest, the graduates were entertained with a tea by Miss Jane B. Haines, president of the school. Among those who attended, was Miss Eleanor Fullerton, a member of the junior class, who just returned from France where she assisted her father in reconstruction work.

The graduates include: Mrs. Richard Bishop, and Mrs. Henry Blomley, of Germantown; Mrs. N. C. Cragor, of Radnor; Mrs. William G. Horse, of Chestnut Hill; Mrs. H. C. Quest, of Ardmore; Mrs. Edward Rice, Jr., of Logan; Miss Helen F. Mulliner, of Camden; Miss H. D. Drayton, of Maine; Miss Margaret G. Laidlaw, of Toronto; Miss Anna L. Prichard, of New Hampshire, and Mrs. F. M. Whitlock, of Cleveland, Ohio.

GOOD WORDS FOR A FLORIST

The language of flowers, their history, growth and cultivation, are as an open book to Carl Reck, the Main street florist, who has been actively engaged in the raising and selling of every variety of flower and plant for the last 25 years. Mr. Reck took over the florist business established by his father in 1874.

Mr. Reck's hothouses and flower shops have been institutions in Bridgeport since the city was in its infancy, and they have grown and expanded in keeping with "New England's greatest industrial center."—*Bridgeport, Conn., Telegram*

HORTICULTURE

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No. 2

THE TALK OF THE TRADE

It is time now to be thinking of sweet peas for early flowering under glass, and while there is a long list of varieties, many of them good, when it comes down to the fact of the matter it is advisable to handle but a few of them. For instance, in the pink shades there is a very complete list ranging all the way from very light to deep rose, but the grower who plants heavily of such varieties as Rose Queen, Yarra-rawa and Mrs. Skach will get pretty good results from the market. Of course there are other very excellent varieties such as Miss Louise Gude, Cherry Ripe, Burpee's Daybreak and Primrose, but these are valuable principally as sorts to make up a variety.

In lavender, Spanolin ranks very high. Early Lavender King and Mrs. Charles A. Zvolanek are also excellent in their shade, and I believe that Watchung Orchid stands near the top in white, also White Orchid has been a standby. Mr. M. Spanolin is also good. Daintiness is a very pretty white with a light pink tint.

In the old Blanche Ferry type there are two other very good varieties, Christmas Pink Orchid and White Orchid.

It is not a bit too early to get the sweet pea crop started now for the coming season. There has been a good market for a number of years past, and there is no reason why the same should not follow true this year.

As was expected, Purity Freesia bulbs are in rather short supply. While the smaller sizes have not tightened up a great deal up to this time, half-inch and on through the larger sizes to the mammoth are already being sold subject to crop; consequently anyone contemplating growing freesias in any quantity should look out that his order is placed without any delay. The quality of the bulbs will in all probability be up to normal, but the supply is not going to be enough to take care of everyone with a full quantity.

Every day brings in reports of increased rose planting and it is very

seldom that such a large amount of new planting is done as happens this year. For the past two weeks there has been as heavy a call in young rose stock for planting as at any time this season, with Columbia and Premier the leaders. It is mighty fortunate that these varieties do so well on their own roots, as there is practically no grafted stock available. Mr. James A. Budlong of Auburn, R. I., told me the other day that if he did not know just where the grafted stock of these two sorts was planted he would not be able to distinguish between these and the own root stock.

Word from the Pacific Coast would indicate that Mr. William H. Elliott is having a most enjoyable vacation, and it is expected now that he will remain there until about the middle of October. He has joined the Sierra Club and is having great sport mountain climbing. The Elliott ranges are being very ably taken care of by his son John, in Madbury, N. H., and George in Brighton, Mass. All their stock is in very good condition and they are among the fortunate few who seem to have no worry as to coal for the coming season. The coal situation has not eased up in any way during the past few weeks, and I believe the flor-



Yarra-rawa Sweet Pea

ists are acting wisely by taking every bit that they can get just as soon as they can. It has now come to the point where it doesn't seem to be a question of price but of delivery. The motto of all now seems to be, get it any time you can, the sooner the better.

Snapdragon for cut flower purposes will again be a staple article through all of the Eastern markets. Such varieties as Nelrose or Silver Pink, Phelps' White and Yellow and Keystone are the standard sorts, with Nelrose and Silver Pink the leaders. The grower who has light, airy houses which are not too wet from leaky roofs and other such causes can have a paying crop without an unusually heavy expense for labor or heating.

Several new varieties are being offered. Philadelphia Giant Pink is mighty pretty, and a deep yellow to bronze shade called Orlando is attractive. There is not much difference in the growth of snapdragons, it is more a question of getting color shades that will appeal to the public, but year after year we always find Silver Pink to be the most popular.

CHARLES WILLIS WARD

Chas. W. Ward, one of the most famous carnation experts in the country, has passed away in California. Mr. Ward was born in Michigan in 1856, and did not enter the florist business until after he had reached maturity, when he spent some time in Switzerland, where he engaged in the watch business. Then he returned to the United States and built two small greenhouses on Long Island. It was he who conceived the idea of forming the American Carnation Society, and soon after he went into carnation growing on a larger scale. Upon buying the Halleck farm at Queens, N. Y., he decided to give his life to carnation growing. After a time he took up hybridizing and made a number of important crosses. Some of his introductions include Sensation, Lieut Perry, New York, John Young, Almo Ward, Harry Fenn, Gen. Gomez and Mrs. C. W. Ward, the latter having become by far the most prominent.

Cottage Garden, as his place became known, soon acquired wide fame for its carnation introductions. Later Mr. Ward specialized in geraniums, and took up other plants, until he gradu-



The Late Charles W. Ward

New Violet "Duchess"

This is a great improvement on Princess of Wales—Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

It will pay you to go in for DUCHESS. And DO IT NOW—before this fine lot is all grabbed up. We offer large field grown clumps of DUCHESS, and the other two as follows:

	100	1000
DUCHESS	\$15.00	\$120.00
LADY CAMPBELL	12.00	100.00
PRINCESS OF WALES..	10.00	95.00

C. U. LIGGIT

Wholesale Plantman
Bulletin Building PHILADELPHIA

MICHELL'S PANSY SEED

Michell's Giant Exhibition Mixed

A giant strain which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c.; tr. pkt., 50c.; 1/2 oz., \$1.25; \$2.00 per 1/4 oz.; per oz., \$7.00.

Giant Trimardeau Mixed, large flowering, choice colors, Tr. pkt., 30c.; \$2.50 per oz.

GIANT SORTS IN SEPARATE COLORS

	Tr. pkt.	Oz.
Azure Blue	\$0.40	\$3.50
Black Blue40	3.50
Emperor William, blue.....	.40	3.50
Hortensia Red40	3.50
King of the Blacks.....	.40	3.50
Lord Beaconsfield, purple		
violet40	3.50
Peacock, blue, claret and		
white40	4.00
Snow Queen, pure white.....	.40	3.50
Striped and Mottled.....	.40	3.50
White with Eye.....	.40	3.50
Pure Yellow40	3.50
Yellow with Eye.....	.40	3.50

CYCLAMEN PLANTS

Extra Fine Stock, Separate Colors.
3 in. pots, \$27.50 per 100.

Also all other seasonable Seeds, Bulbs and Supplies.

Send for Wholesale Price List.

MICHELL'S SEED HOUSE

518 Market Street Philadelphia, Pa.

ally went into the nursery business at Queens. In 1903 he published "The American Carnation and How to Grow it." In 1912 he went South and located at Avery Island, La., where he started the monthly magazine, "Outdoor World." Still later he went to California and embarked in the nursery business on a large scale at Eureka.

Mr. Ward is survived by a widow and three children, one of whom, David Ward, is president of the Cottage Garden Nurseries at Queens, N. Y. Mr. Ward was one of the most remarkable characters developed by the nursery business in the United States, and was known in every corner of the country.

PRESIDENT MILLER'S MESSAGE **He Has Something to Say About Publicity Work at the Convention**

The principal feature of the afternoon session of the second day of the convention in Cleveland, August 18th, will be a rally to the Publicity Campaign. Reports from the Chairman and Secretary of the Publicity Committee will be forthcoming, and there will be occasion for congratulations all around upon the great success of the campaign. Major P. F. O'Keefe of Boston will favor us with another of his most eloquent addresses on the subject of "Publicity for Flowers," and we shall be reminded of many things which in the ordinary course of matters are likely to be overlooked.

There will be no lack of enthusiasm at this meeting, and every contributor to the fund should be present, if it is at all possible. And there will be information and encouragement for many who have not yet contributed. There will be opportunity for those who do not read to get oral descriptions of this great and grand work. If the Society had done nothing else but launch this campaign of publicity for our products, it would have done well and proved the worth of the organization to us all.

Do many of you, my brother members, realize fully the advantage this publicity work is to you in your business? Do you realize that the great public is being constantly urged to "Say it with Flowers." There is hardly an occasion when flowers are not appropriate for the conveyance of sentiment—a birth, a birthday anniversary, a graduation, a confirmation, a wedding, a wedding anniversary, acknowledgment of a courtesy, congratulations, expressions of sympathy, love, honor, regard, flowers convey the proper sentiment in every case. And in order that occasions shall not be forgotten, the Campaign reminders appear in a number of the national magazines.

Are you helping to pay for this publicity? If you are not, you certainly

should attend the convention, and listen—yes, listen to the enthusiasm which will be expressed in the proceedings of the session I have mentioned. It would do you good. You would learn that the campaign has increased the demand for flowers. Many of your brother florists would be glad to convince you that flowers are being used today in much greater quantity than could possibly be imagined; that occasions such as I have mentioned are remembered by gifts of flowers as they never were before. The campaign slogan has gone home, these people will tell you, the message "Say it with Flowers" has had its effect.

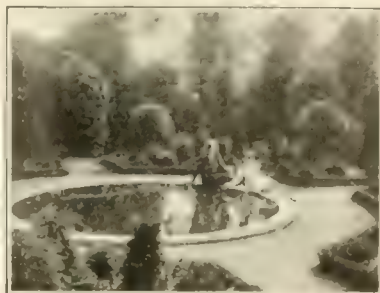
The committee will report at the convention the status of the Campaign Fund, and unless a little more interest is shown in the work, they may not be able to make as good a showing as they did last year at convention time. We certainly should not go backward, nor should we stand still. There are plenty of florists who have not yet subscribed who can and might reasonably be expected to chip into the fund. It's their duty to do so—to put the matter plainly. "Say it with Flowers" is working for us all, and it should be kept working to the fullest extent possible. Gentlemen, the determination of the extent is in your hands through your support and contribution. Will you turn in that little subscription expected of you, or will you risk the consequences of a curtailment of the publicity which has been of so much good to us all? Let us hope that a cheque will be your answer—our society will appreciate it.

A. L. MILLER, Pres.
Jamaica, New York.

FOUNDER OF PANSY PARK DEAD.

Lafayette Goodell, proprietor of the famous Pansy Park estate in Dwight, Mass., and for years a prominent horticulturist and seedsman, was found dead in his home at Pansy Park, death being due to natural causes. He died in the house in which he was born and had always lived.

Mr. Goodell was the son of Asahel



BOX-BARBERRY BORDERED GARDEN

MAKE A LEADER OF
BOX-BARBERRY
IN YOUR 1921 Cat.

Many of the leading firms already have booked with us for their stock.

Write for Terms

The Elm City Nursery Co.
WOODMONT NURSERIES, INC.
NEW HAVEN, CONN.

and Charlotte Goodell, his mother being a descendant of Roger Williams of Rhode Island. Inheriting his mother's love for flowers, Mr. Goodell devoted his entire life to the culture of flowers and transformed his homestead into Pansy Park, a beautiful flower garden which for years has attracted many visitors from great distances.

His flower seeds were sold all over the country and as a florist and seedsman his services and plants were in great demand. He received orders for years from public parks for thousands of pansies and other plants.

"FRANK H. DUNLOP"

We are now catching up with our orders, and now offer for immediate delivery:

5000 F. H. Dunlop, 2½ in. own root, per 1000.....	\$300.00
3000 F. H. Dunlop, 2½ in. grafted, per 1000.....	375.00
5000 Columbia, 2½ in. own root, per 1000.....	150.00
1000 American Beauty, 4 in. own root, per 1000.....	200.00
1100 Hoosier Beauty, 3 in., per 100.....	15.00
300 Maryland, 3 in., per 100.....	15.00

CHARLES H. TOTTY COMPANY

MADISON

NEW JERSEY

HORTICULTURE

Established by William J. Stewart in 1904

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Per inch, 30 inches to page..... \$1.25
Discount on Contracts for consecutive insertions, as follows:

One month (4 times), 5 per cent.; three months (13 times), 10 per cent.; six months (26 times), 20 per cent.; one year (52 times), 30 per cent.

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SUBSCRIPTION RATES:

One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

One matter was brought up at the convention Catalogue of the American Seed Trade in Chicago. Inserts that is worth the attention of all seedsmen, and for that matter, everybody else in the trade who gets out a catalogue. The matter was brought up by Mr. Alexander Forbes, chairman of the committee on postal legislation and had to do with the use of inserts or slip-ins mailed in catalogues. It was pointed out that the authorities require everything of this sort to be bound in or tipped in. If the inserts are loose, extra postage is likely to be demanded. The late Maurice Fuld had experience of this kind. He mailed his catalogues with loose inserts and as a result was held up by the post office department, the catalogues not being delivered until Mr. Fuld had paid an extra charge of one cent on each copy. At the convention Mr. Forbes recommended that seedsmen be careful to obtain rulings from their local postmasters before attempting to mail any material about which there may be any doubt. We consider that this is very good advice. Likewise it pays for seedsmen to ascertain carefully what the weight of their finished books will be, for sometimes dropping out only a few pages will make a very material difference in the cost of mailing. New regulations which govern the return of fourth class matter when not delivered have been made by the post office department. They should be carefully studied by any member of the trade who issues catalogues or any matter which goes in this class.

Professor Sargent's Medal

One of the pleasant episodes in the course of the convention held by the Garden Club of America last week was the presentation of a medal to Professor C. S. Sargent, director of the Arnold Arboretum. The presentation took place on the occasion of a visit by the delegates to the Arboretum, which was thoroughly inspected. As a matter of fact, it was because of the location of the Arboretum in Boston that the Club

held its convention this year on the North Shore. The medal given to Professor Sargent was in recognition of his work for the garden makers of the country, and expressed the belief of the delegates that he had done more for the advancement of horticulture in the United States than any other person. Nobody who knows the extent and range of the director's labors will deny the justice of this claim. Professor Sargent has made himself one of the most distinguished men of the age, and has showed a capacity for work and an enthusiasm for horticultural interests which is rare.

While amateur flower exhibitions in America Flower have not yet reached the high plane of those Shows which have for many years been a feature of the horticultural world in England, yet they are advancing rapidly in this direction. It has been insinuated on many occasions that the people of the United States as a whole lacked the esthetic qualities necessary to the appreciation of exhibits such as attract all classes of people across the water. Any such opinion would have to be revised, however, upon visiting one of the shows which have been held continuously in one city or another throughout the country for the last month. The fact is that the making of gardens along well-thought-out lines and the growing of the best which the nurseryman and seedsman have to offer has been taken up as a means of recreation and pleasure by increasing numbers of people since the close of the war. Seldom has the demand for ornamental plants been so great as this season, and landscape architects report many new and in some cases elaborate gardens under way, although this work has been restricted to a large extent by the high cost and scarcity of labor.

The contrast between the shows of last year and those of this season have been especially marked in Boston. A year ago the peony and rose exhibits in June at Horticultural Hall found many bare tables. This year the tables have been filled with exquisite specimens from scores of gardens and the attendance has been of record-breaking character.

Truth to tell, the women of the country deserve much of the credit for the present renaissance of flower growing, and especially for the development of the flower show as it is known in America today. Hundreds of women in almost every state have become banded into garden making clubs, with a national organization which has just held a convention at Manchester-by-the-Sea. Almost all of the most important shows have been sponsored by women who have been responsible in a large measure for the artistic results.

A good example of the flower show carried on today was that given by the Norristown, Pa., Garden Club recently. This is one of the most successful clubs in the East, with the keynote of civic welfare and a perpetual effort to stimulate interest and effort in the beautifying of local environs. One feature of this show was a miniature garden, with a border of old-fashioned garden posies arranged under the direction of Miss Bertha Harry. In the garden was a tiny bird bath, a sundial, well made walks and an artistic gate. In the hall was a real water lily pond, and nearby a bride's table arranged all in white. Adding to the effect of the show were many clever and artistic posters painted by the art students of the Norristown High School, all of them having flower themes. The ladies learned of the work which the students had done along this line and seized upon them as presenting unique advertising possibilities. For several weeks before the show the best of them were displayed in various shop windows around town to advertise the exhibits. The flower show is to be encouraged by the trade and by all others who are interested in horticultural papers.

FLORISTS' PROBLEMS.

How They Are Regarded by a Writer in the New York Herald.

It is quite unusual to find the newspapers giving the intimate details of the florists' business as does a recent issue of the New York Herald. Evidently the article was written or inspired by somebody who is familiar with the business. Doubtless there are florists who will disagree with what is said about the Hadley rose, however, although there are decided differences of opinion as regards the money making qualities of this rose. The article follows:

In Manhattan alone there are 356 retail flower shops and 61 wholesale market firms.

Seagoing tourists in times when they were commoner, used to help swell the summer profits. Every outgoing liner meant a heavy day's sales. Mother's Day is climbing as a factor in the florist world. All sorts of flowers are taking the place of the rather funereal white carnation with which it was originally celebrated. The coming of Easter after a long, dull Lenten stretch always causes a sudden jump in the market.

The big problem of meeting the seasonal and particularly the one day, special demands is how to make the supply mature on exactly the proper date. The rapidity of that maturing depending on the sunniness of the weather, it is impossible to set a date on a crop until it is too far along to be materially retarded or forced. A steady, year-through flower habit is what the trade hopes to build up. Its national slogan of "Say it with flowers" aims to attain this end.

Much of the market stock these summer days is outdoor grown. Lilies of the valley, iris and the later asters and dahlias virtually are never blossomed under glass. In the weeks just past garden daffodils came up from Florida. They, with Florida ferns, are about the only large crops that come to local markets from further away than Pennsylvania.

During the spring months country wild flowers have mingled with their city cousins in the shops. And always there are roses. Although the love of roses in general is never superseded, styles in their shape, coloring, perfume and stem length change from year to year. The very latest right now, the debutantes of the year, are the pink Dunlop and Pilgrim and the red Crusader.

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The Hadley red rose, named for the Massachusetts city in which it was evolved and probably as beautiful a rose of its color as has yet been grown, is passe. There's a reason. It didn't pay. In spite of the big price its velvety texture and rich coloring commanded, it didn't yield the proper profit per square foot in the greenhouse. It had a tendency to go blind, meaning that the eye from which the blossom stalk should develop was apt to die in its early stages.

Madam Butterfly, a salmon colored elaboration of the popular Ophelia rose, sells higher than the parent flower because it has the trait specially sought for in a pink rose of retaining the vivid coloring of the bud in the full blown blossom.

Mr. Charles F. Boyle, president of Thos. F. Galvin, Inc., is spending the month of July on Nantucket Island.

AMERICAN SEED TRADE ASSOCIATION.

At its 38th annual convention in Milwaukee, the American Seed Trade Association elected the following officers: President, H. G. Hastings, Atlanta, Ga.; 1st vice-president, L. L. Olds, Madison, Wis.; 2d vice-president, Alexander Forbes, Newark, N. J.; secretary and treasurer, C. E. Kendel.

The new president, Mr. Hastings, is general manager of the H. G. Hastings Co. of Atlanta, and was born in Springfield, Ohio, in 1869. In 1884 he moved to Florida, where he began growing oranges, with the seed and nursery business as a side line. In 1899 a new company was formed in Atlanta, with Mr. Hastings as president. The firm does a very large mail order business, sending out a million catalogues every season.

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Flowers Under Glass

If seed of perennials are sown now, they will give plants large enough to transplant this fall, and to get well established for standing the winter. It is best to sow the seed in frames which are situated so that water can be given conveniently. You can use any light soil which has been made thoroughly friable, but keep the frames shaded and moist until the seedlings are started. When the seedlings are large enough to handle you can prick them out, but should keep them shaded for a few days until they get started. If deemed desirable, there is no reason why you shouldn't transplant them to another cold frame and keep them there during the winter. In this way they will have some protection during the severe weather.

While cattleyas are making active growth they will need plenty of water at the roots, also a light syringing overhead two or three times a day. It is well to damp the floors and benches at least twice a day so as to give a good humid atmosphere. When cattleyas have completed their growth they should be placed at the coolest end of the house, or at least in a position where they can be given an abundance of air. Cut off the water supply until only enough is given to keep the plants from shriveling. Later you can provide more airy, dry and sunny quarters so that they will ripen up their growth well. Very little water is needed at the roots during the resting period, but a gentle syringing on bright days will tend to keep the growth healthy. Other orchids now finishing their growth should be removed to a cooler house that is slightly shaded in order to prevent a second growth.

Chrysanthemum plants in the late houses should be kept growing as fast as possible. Buds that appear between now and September should be pinched off, and on the appearance of mildew the grower should use sulphide of potassium, half an ounce to a gallon of water, for spraying over and under the leaves. The plants that were benched in May will be the better for feeding now, the best fertilizer being bone meal, with half an inch of well rotted cow manure. The latter will help to keep the beds from drying out and cool the roots. Remember that

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tom. Yet there is a possibility of
carrying this too far, so as soon as the
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the whole to tie to wire than to stakes, for then there is an opportunity to fasten the plants on a slant instead of straight up. This, too, helps to induce them to break more freely from the bottom. Mr. Arthur Ruzicka advises using five wires to four rows of plants, as this makes it possible to distribute the growth well along the wires. The plants then have plenty of room, and are easier to syringe than if confined to four wires.

It is important not to tie the wood too tight because the canes naturally double in thickness during the season, and with tight knots the strings will cut into the wood. Try to have the braces at the ends of the benches so firm that there will be little give when the wires are stretched. This is important, for it takes a pretty strong brace to hold fifteen wires stretched taut. A lighter brace will answer in the center, for it is only to support the wires. With the high price of wire which prevails now, the grower should make it last as long as possible, and it is also necessary to save labor. Both purposes are accomplished by tying the ends of the wires carefully to the braces so that they can be untied next spring without difficulty and without damage to the wires.

It will be necessary to scratch over the benches quite often in order to eradicate the weed growth. Be careful, however, not to make the soil too fine, for when it is a little rough watering is easier and the water does not run off the bench so readily as when the surface is very smooth. When the plants are established the benches should be scratched over very lightly so as not to disturb the roots.

TEXAS FLORISTS' ASSOCIATION.

The Sixth Annual Convention of the Texas State Florists' Association will be held at Fort Worth, Texas, July 20-21-22. Headquarters, Auditorium Fort Worth Chamber of Commerce. The program is as follows:

July 20, 2:30 P. M.

Meeting called to order by V. J. Davis, vice-president, and president Fort Worth Florist Club.

Invocation—Rev. L. D. Anderson, Fort Worth.

Address of Welcome—Mayor W. D. Davis, Fort Worth.

Response—Karl P. Baum, Knoxville, Tenn.

President's Annual Address—H. O. Hannah, Sherman, Texas.

Annual Report of Sec.-Treas.—Louis J. Tackett, Fort Worth, Texas.

Appointment of Committees.
Announcements.

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July 20, 8:00 P. M.

President's Reception—Informal get-together meeting at convention hall, given by the Fort Worth Florists' Club.

July 21, 9:30 A. M.

Report of Standing Committee.

Can the Florist Business Be Operated Successfully on the Profit-Sharing Plan?—Robt. C. Kerr, Houston, Texas.

The Wholesale Growers' Association—Otto Lang, Dallas, Texas.

Effective Advertising—E. W. Eichling, Houston, Texas.

Florists' Telegraph Delivery and the Future It Holds for the Retail Florists—Charles S. Heacock, Austin, Texas.

July 21, 2:30 P. M.

The Outlook for Next Season's Business—H. G. Berning, St. Louis, Mo.

The National Publicity Fund—James Biggby, Shreveport, La.

How Can We Best Increase Our Membership in the Texas State Flor-

ists' Association—Henry Greve, Dallas, Texas.

Round Table Discussion on Miscellaneous Topics, led by the President.

July 21, Evening.

All visitors to the convention will be the guests of the Greenwood Floral Company from 5:00 to 9:00 P. M.

July '22, 9:30 A. M.

Reading of Communications.

Selecting of place for 1921 Convention.

Some Sidelight on Rose Growing After Two Years' Experience in Texas—V. J. Davis, Fort Worth, Texas.

Can the Retail Florists' Business Be Operated Successfully from the Greenhouse?—Wise Adkisson, Greenville, Texas.

July 22, 2:00 P. M.

Unfinished Business.

Election of Officers.

Convention guests of Fort Worth Florist Club at Lake Worth.

WEEK END BOUQUETS.

How an Active Young Woman Increased the Business of a Neighboring Florist.

It pays to read the magazines. Sometimes a florist can find hints even from a woman's magazine. In a recent number of the Designer, for example, is an article by a young woman in which she told how she increased the business of a greenhouse man and added to her own income at the same time. It seems probable that other florists can get suggestions from this woman's experience. Accordingly a part of the article is reprinted herewith.

My mother was a semi invalid. She and I lived alone, and although we had some income, it was not enough for many pleasures or luxuries.

Next door to us lived a florist, and each Saturday he brought my mother a bouquet of some kind at the same time that he brought his wife flowers for their own table. This little kindness was so unfailing that my mother and I began to regard it as part of our lives, and our anticipation and appreciation were always sincere. So accustomed did we become to planning for this little courtesy that I began to wonder why more people did not buy flowers for the week-end and special family days, and after reflection I decided that they thought it was too expensive. Then I came to a further conclusion: it is only flowers by the box or the dozen that are beyond the purse of the average family for every week. But why not buy one pretty rose or a tiny spray of sweet peas or violets or just two or three carnations? Any of these in a pretty vase or bowl suited to them would add a touch of festive sweetness to a family table without overstepping finances. I kept thinking along this line for several weeks until I had a definite plan of action in mind. Then I said to the florist: "If you will let me have a chance, I believe I can increase your business."

"Go ahead," he replied, "for that's what we're after."

The next day I visited one of the large office buildings in our city, and talked with the doctors, dentists, real estate men and attorneys who had headquarters in the building. I offered for one dollar a month, or twenty-five cents a week, to send their wives a small decoration of flowers for the



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house. I made a guarantee that it would always be full value, although at different seasons it would be of distinctive variety. Under these conditions I offered to write a contract for a year, payments monthly.

The little surprise idea and the moderate amount to be expended carried an appeal, and I secured contracts from nearly every one whom I solicited.

Of course my florist was delighted with the success of the scheme, and he offered me 25 per cent on all orders that I might take thereafter, either by contract or other method.

One of my new customers said his wife was out of town for six weeks, but that I might date his contract at once and send the flowers to a hospital ward until she returned. This gave me another idea, so I went to one of our local philanthropists and asked him if he would not like to make a contract, under special inducements, to supply over-Sunday flowers to the hospital. He agreed to think the matter over, and inside of a month he called me up and gave me his order.

A YEAR OF ROSES.

I could not work every day, as interruptions at home prevented, but I thought and planned when I couldn't go out, and was prepared for action when I did.

I visited the meetings of the various aid societies and church guilds, to offer my plan for providing flowers for the Sunday church services. In

these cases I was able to make very good terms to them because the flowers only needed to last the one day and I could send a large bouquet of full-blown flowers.

Then I started a "business birthday-book." Whenever I heard an exceptional woman remark that she was having a birthday, I put her name in my business birthday-book, and bided myself to her husband as a gentle reminder of his duty on this occasion. Gradually these busy husbands have come to leave this question of birthday and anniversary remembrances of flowers to me.

I have found that the holiday season is quite a harvest-time for my business. Many a wife has been presented with "a year of roses" at Christmas, and like a magazine subscription, the gift is appreciated more every time it arrives.

I also found in connection with the holiday season that very often sons and daughters who are away from their parents a good part of the time, are glad to subscribe to this contract plan of mine and thus provide a bit of cheer for the home that they leave behind.

Incidentally I have acquired considerable business through people who live distant from our city and have interests in our local cemetery. These friends are glad to have a personal agent who will agree for a reasonable sum to provide floral decorations at stated times.

RACHEL WAY.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

This has been a wonderful year for the peony growers, not so much because of the quality of the stock as because of the interest shown by all classes of people. The exhibits have been largely attended and much enthusiasm has been shown. The public is just beginning to realize the adaptability of the peony, and even commercial growers are sometimes surprised to find how readily it makes itself at home under adverse conditions. Mr. Harry A. Norton, who has a fine place at Ayers Cliff, Quebec, was heard with special interest at the recent meeting of the American Peony Society at Reading, Pa., when he said that peonies grow in some places where it is almost impossible to cultivate other vegetation. He says he has been successful in growing peonies in the open at his place, although the thermometer goes to 40 degrees below zero at times. Apple trees have succumbed to the rigorous conditions, but in the same soil the peonies have gone through the winter safely and produced prize winning blooms the next summer.

Mr. Elmer K. Schultz, of Langhorn, Pa., is among the growers who came

into prominence at the Reading show. Mr. Schultz, who has a large acreage of peonies on the estate of his father near Niantic, received seven prizes out of eight entries. In addition to these first prizes, Mr. Schultz was awarded the American Peony Society silver medal, which is the second highest prize offered by the Society. The Schultz estate has been a great show place this season, a continuous stream of motors arriving and departing while the exhibit was at its height

A few days ago I had the pleasure of visiting the home of Mr. Louis Graton, the originator of the St. Martin strawberry. He was just back from Newport where he had won a first and second prize and a silver medal for his berries. Naturally he was quite happy over this recognition of the St. Martin's merit. An interesting happening in connection with the exhibit was the fact that a man to whom he sold plants in March also showed St. Martin berries and received a certificate of merit. These berries, of course, were grown on the plants set out this spring.

Mr. Graton's little strawberry plantation is a marvel of neatness, with

not a weed to be seen and the rows as even as though they had been run by a surveyor's instrument. The weather this season has interfered greatly with the production of first class fruit, but the vines were loaded with berries of excellent quality, notwithstanding.

The energy and stamina of the berries may be judged by the fact that that one plant which has been allowed to go its own way for the sake of seeing what it would do has made fifty-three runners, and is still going strong.

From what I have seen it seems apparent that the St. Martin is destined to take its place as one of the best berries for home or market, at least in New England.

The rose gardens this year have been a little disappointing, not so much because they have lacked bloom in abundance but because of the uncertainty of their blooming period. In many cases they have been two weeks late and visitors who expected to see them in full bloom found only buds. However, they are now flowering very well indeed, considering the hard winter, although it must be confessed that even the most expert rose growers in the Northern states lost heavily.

It is interesting to find people becoming more and more enamored of the climbing roses. They are now being grown everywhere, and the newer varieties add greatly to the beauty of suburban and country homes.



Roses at Roger Williams Park, Providence R. I.

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THE CLEVELAND SCHOOL GARDEN MOVEMENT

The interest shown in school gardening by the National Association of Gardeners following an invitation of the School Garden Department of the Board of Education of Cleveland, which was extended to the association at its convention in that city last August, to co-operate with it in the development of its school garden movement, and the practical suggestions given by the association's committee on the subject has resulted in the appointment of G. H. Pring, Horticulturist of the Missouri Botanical Gardens of St. Louis, as instructor of the Cleveland summer school.

The National Association of Gardeners at its convention appointed a committee composed of Mr. Pring, Arthur Smith of New Jersey, and M. C. Ebel of New York, which after surveying the Cleveland school garden work, made recommendations that were approved by the Science Department of the School Board of Education. An appropriation of \$23,000 was made by the city for promoting the school garden work during 1920. Thirty school garden teachers are attending Mr. Pring's class as part of their regular program. The remainder of their time is spent in visiting children's home gardens, and supervising the youngsters' work on a dozen large tracts. There are 8,848 children under the direction of O. M. Eastman, garden supervisor.

Last year the school gardens numbered 7,840 having home plots, and 415 on large tracts. Reports made at the end of the season showed that they had cultivated 175 acres and produced

crops valued at \$79,835. Mr. Eastman is confident that this season will result even more successfully, one reason being the added efficiency of the workers who attend the class in horticulture. The course continues for six weeks and includes lectures on elementary gardening and practice work in the school gardens.

Up to 1918, not more than \$500 a year had been expended by the Cleveland schools for promoting school garden work.

National Association of Gardeners,
286 Fifth Avenue,
New York, N. Y.

MIGNON DAHLIAS

Among the new flowers offered for our gardens last winter, which have kept true to the promise of the catalogues, are the miniature or Mignon Dahlias. Their stiff little blooms, conventional in their evenly formed rays and yellow disks, tempt us to place one flower with a few buds in a dark colored small necked vase and there enjoy its bright little face. They will keep well in the house if their stems are slit so that they can get all the water they need.

We do not expect our big dahlias to blossom till August or September, but these we set out the first of June just as they were beginning to blossom and hope they will keep in bloom till the larger ones come. We also want them to increase their tubers so that we can edge a long bed with them next summer.

As yet we have not had all the colors promised us by the catalogues, but some have been a beautiful rich, deep red, others white and yellow.

The parent of one must have bloomed near a cactus dahlia last summer, but it is out of line. Much as I enjoy the long feathery petals of the cactus dahlias I prefer these should keep their trim little form. They grow about eighteen inches high and are now well covered with buds.

M. R. CASE.

Hillcrest Gardens, July 2, 1920.

Mr. Rozell J. Bowen of J. Bolgiano & Son, Seed and Grain Merchants of Baltimore, Md. and Mr. C. Alfred Bolgiano, eldest son of Mr. Chas. J. Bolgiano are traveling in Europe, inspecting growing crops in England, France, Germany, Holland and Belgium. This stay will cover a period of several months.

DWIGHT J. CASTLE TO RETIRE AS FLORIST

Dwight J. Castle, South Main street florist, is soon to retire. His greenhouses will be sold or torn down. Mr. Castle has been in the business for 21 years and during that period has built up an enviable reputation for fair dealing and good service. His many patrons will deeply regret to learn of his intention to retire—*Torrington, Ct., Register.*

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Bailey's Cyclopedia of Horticulture. 6 volumes	42.00

RHODODENDRON MUCRONATUM.

The well-known "Azalea ledifolia" or "Azalea indica alba" but correctly *Rhododendron mucronatum* is an old and favorite plant in American gardens. Just when it was introduced is uncertain but it was in cultivation with Mr. W. P. Cushing, Belmont Place, Watertown, Mass., in February, 1838. Round Boston this plant is not properly hardy though in a few gardens it lives and flowers out-of-doors. On the banks of the Hudson and on Long Island, New York, it is perfectly hardy and each spring is laden with its large, pure-white, fragrant blossoms. The largest and oldest plant that the Arnold Arboretum has record of is that shown in the accompanying picture. It is growing on the estate of Henry F. Dupont, Winterthur, Delaware, and has been in the possession of the family since sometime between 1835 and 1840. This plant the owner courteously informs us is 6 ft. 9 inches high and 12 ft. 2 inches through. In Japan where this *Azalea* is grown in nearly every garden I did not see a specimen comparable in size with Mr. Henry F. Dupont's magnificent plant.

E. H. WILSON.
Arnold Arboretum.

ARBORETUM NOTES.***Tripterygium Regelii***

Climbing plants with handsome foliage and a conspicuous inflorescence easy to grow and hardy in New England are not too numerous, and Mr. Jack's introduction several years ago from Korea of *Tripterygium Regelii* made an important addition to the number. It is a near relative of the Bitter Sweets (*Celastrus*) and a native of Korea and northern Japan, where it rambles over rocks and bushes, and often climbs with stems

fifty or sixty feet long into the tops of trees. The leaves are long-pointed, dark green, and often six inches in length. The small white flowers are produced in narrow open clusters ten or twelve inches long, and they are followed by showy, three-lobed, and three-winged fruits from half an inch to an inch long. By pinching the young shoots this vine can be grown as a shrub. Such a plant is now growing and flowering in the Shrub Collection, where it is also growing naturally on the trellis next to the different species of *Celastrus*.

Periploca sepium

This is another handsome twining plant which the Arboretum owes to the labors of Mr. Jack in Korea. It is growing on the trellis near the *Tripterygium* and is unusually full of flowers this year. It is a plant with slender stems, pointed dark green and very lustrous leaves about three and a half inches in length and not much more than half an inch in width, and small flowers in few-flowered clusters. The flowers do not make much show when seen from a distance, but on close examination show that they are green on the outside, dark purple with a five-lobed crown at the base on the inside, and that they are pleasantly

THE ST. MARTIN STRAWBERRY**WITH A NEW RECORD**

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Potted plants during August and September at \$5.00 per dozen.

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fragrant. The plants in the Arboretum have not yet produced their slender pod-like fruits, but as they send up numerous root suckers this vine can be easily propagated and might soon become common in northern gardens. Much better known is *Periploca graeca* from southern Europe and western Asia which has not yet proved hardy in the Arboretum.

Lonicera prostrata

The attention of persons looking for plants suitable for ground cover is directed to this Honeysuckle discovered by Wilson near Sungpan in Szech'uan, western China, at an altitude of about twelve thousand feet above sea-level. It has long slender branches which lie flat on the ground, so that the plant is only a few inches high, small bluish green leaves, small inconspicuous yellow flowers and small red fruit. As a garden plant this Honeysuckle has nothing to commend it but its habit which should make it useful to cover the ground among large shrubs and on the borders of shrubberies. *Lonicera prostrata* is growing on the southern slope of Bussey Hill with the other new Chinese shrubs.

The Pennypack Greenhouses, at Holmesburg, near Philadelphia, have been purchased by Dave Allman, formerly of Cornell University. Possession was taken the first of June.

Jos. L. Barnitt, Jr., salesman for A. T. Bunyard, of New York, was recently married to Miss Maud B. Martin, of Ayr, Scotland. Mr. Barnitt is a veteran of the late war, and met Miss Martin when in Scotland. He will be connected with the Newport store of Mr. Bunyard this summer.

More and more the chain idea of flower stores is growing. A number of florists now have several stores in the same or different cities. H. L. Thompson, of Brighton, Pa., is one of the chain store enthusiasts. He now has stores in Rochester, New Brighton and Beaver Falls.



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NURSERYMEN'S ASSOCIATION.

The American Association of Nur-
serymen at its 45th annual convention
in Chicago elected the following of-
ficers: President, Lloyd C. Stark,
Louisiana, Mo.; vice-president, Michael
R. Cashman, Owatonna, Minn.; secre-
tary, John Watson, Princeton, N. J.;
treasurer, John W. Hill, Des Moines,
Ia. It was voted to have the next con-
vention in Chicago, June, 1921.

Mr. Stark, the new president, was
born in Louisiana, Mo., in 1886. He is
a graduate of the Naval Academy at
Annapolis, and in connection with a
great number of horticultural societies
of different kinds throughout the coun-
try. He is president and general man-



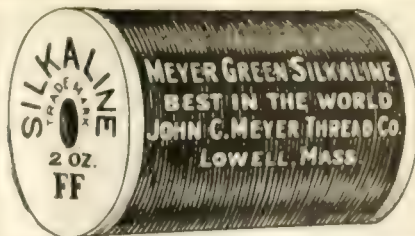
Lloyd C. Stark

ager of the Stark Bros. Nurseries and
Orchard Co. of Louisiana, Mo. He is
the eldest son of the late Clarence M.
Stark, an old time nurseryman. Dur-
ing the war he saw service in France
and returned as a major.

GARDEN CLUB OF AMERICA

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Garden Club of America in Conven-
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Shore the following officers were
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Shore Garden Club of Massachusetts;
first vice-president, Mrs. Samuel
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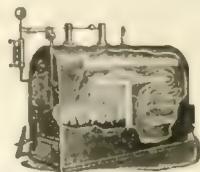
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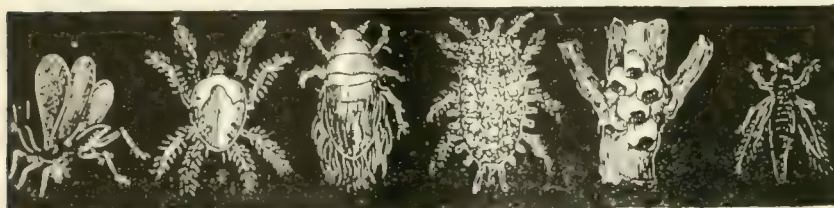
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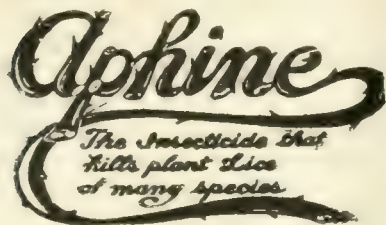
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Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

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1/4 Pint, 30c.; Pint, 50c.; Quart, 90c.; 1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00. Direction on package.

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chased the large iron frame greenhouses formerly on the Hodson estate in Newport, and will set them up at Jamestown, where twelve greenhouses are being constructed. Cut flowers will be grown in the new range while the old plant on Narragansett avenue will be devoted to pot plants and lilies of the valley. Last year this concern flowered more than half a million bulbs and 100,000 valley.

It is understood that Gallivan Bros., the Springfield florists, are to erect a new greenhouse at Smith's Ferry in the near future.

THE AMERICAN ROSE SOCIETY.

The Garden Days at the Hartford and Cornell Rose Test Gardens were delightful ones. At Hartford on June 25, while the roses were not fully in flower there were enough attractive varieties to make an interesting exhibit. The attendance was disappointing. However, the majority of rosarians near Hartford are frequent visitors in the garden and doubtless will visit it when the varieties are at their best. The hospitality of the park department in the entertainment of the guests was all that could be desired. A bountiful lunch was provided by G. W. Parker, Supt. of Parks, and Alex. Cumming, Chairman of the Hartford Rose Test Garden Committee, did everything possible to make the day profitable and enjoyable.

At Ithaca the rose day on June 30th was planned to coincide with the first of three days set for Farmers' Field Days at the College of Agriculture. Aside from the delegates from the Auburn, Syracuse and Rochester Rose Societies hundreds of New Yorkers thronged the rose and peony gardens during the three days and many remarks appreciative of the beauty of both areas were heard. Surely this was a splendid object lesson to the visitors of the beauty of the rose. Detailed reports of these two meetings will be made by the chairmen of the rose test garden committees.

E. A. WHITE, Sec'y.

second vice-president, Mrs. John A. Stewart, Short Hills Garden Club; third vice-president, Mrs. Samuel H. Taft, Cincinnati Garden Club; fourth vice-president, Mrs. Francis B. Crowninshield, North Shore Garden Club of Massachusetts; treasurer, Mrs. Hugh D. Auchincloss, Newport Garden Association; secretary, Mrs. Harold Irving Pratt, North Country Garden Club of Long Island.

GENERAL NEWS NOTES.

The Everett R. Peacock Co. of Chicago has just taken over the Oshkosh Seed Co., a large corporation doing a mail order business. A large building has also been purchased at Rochelle, Ill., by the Chicago concern, to be used as a storage house.

Samuel Smith's Sons of Jamestown, R. I., are making extensive additions to their business. They have pur-

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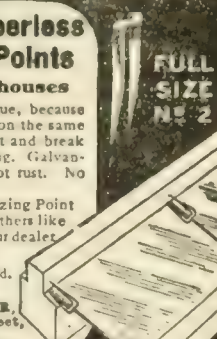
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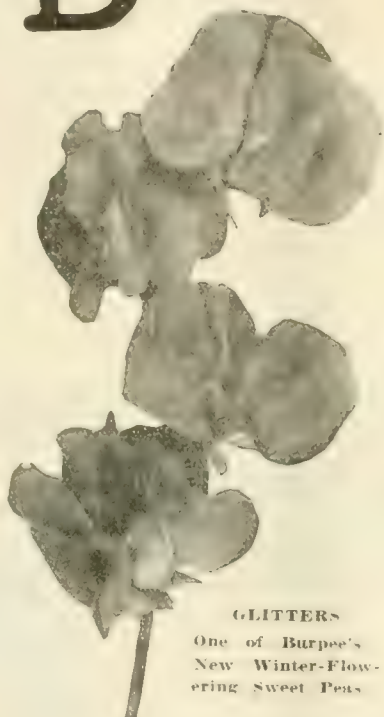
By **L. H. Bailey**

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One of Burpee's
New Winter-Flowering Sweet Peas

EVENTUALLY, every Florist and Commercial Grower will plant Burpee's New Early or Winter-Flowering Spencer Sweet Peas. We say this in all confidence, for the Burpee list contains the finest varieties yet to be offered in a complete range of colors, including the most desirable Florist shades.

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Principles and Practice of Pruning

By M. G. KAINS

Lecturer on Horticulture, Columbia University

Few practices in the handling of plants, especially fruit bearing plants, attract so much interest as do those of pruning. The methods are so varied, the results so diverse, and the opinions of growers so apparently contradictory that this subject is always one of the most interesting, and the surest to hold attention and arouse discussion.

Particularly during the last ten or fifteen years when the principles of plant physiology have been more and more satisfactorily applied to plant production and management has interest settled in pruning. During the latter half of this time also more and more investigations and tests have been conducted by experiment stations and other workers to test out methods and principles in the interest of science and for the benefit of growers. The accumulation of such new knowledge has become very considerable especially in the last decade, but it is necessarily so scattered that very few growers have access to it, hence the demand for a book, which shall present the really important features of these investigations as well as set forth the fundamental principles based upon the laws of plant growth.

This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices. The author has spared neither time nor expense in gathering his photographs, each one of which tells its story.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Mature Trees and Odd Methods of Pruning and Training, Rejuvenating Neglected Trees and Practical Tree Surgery.

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HORTICULTURE

Vol. XXXII

JULY 17, 1920

No. 3

NEW ROSES FOR 1920

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NATIONAL PUBLICITY CAMPAIGN.

In a letter covering a subscription to our Campaign Fund, W. H. Flye, Woonsocket, R. I., says: "I plead guilty—have been reaping the benefit of the other fellows' investments long enough."

There are hundreds, yes, thousands of florists throughout the country who might well follow Mr. Flye's lead. We are sure that if they looked upon our movement in the right light, we should not have to make so many appeals for aid. Of course, we know that, in the main, forgetfulness is the reason for seeming apathy. More good intentions are shelved than are put into effect. There is only one way to get them off the shelf, as we all know. That shelf-load for the Publicity Campaign ought by now to be at the dumping point. Why not get your good intention into active shape—let it materialize. You could not set it to work at a better time.

Our Committee—your Committee—are now worried with the problem of completing arrangements for the publicity which we shall need so much a little later on. It is not the development of a plan that causes worry so much as the putting of that plan into effect. The financial end of it is a serious undertaking. The publishers of the periodicals we aim to use are obliged to begin work on their different issues many weeks in advance of their publication dates. They have their own problems to work out, problems which in these days are more or less serious. They must prepare well in advance of their dates, and if they are to be of service to us, we must fall in line with their preparations. We must make out contracts at the time they arrange for a particular issue, and our money to cover these contracts must be in sight also at this time. We cannot expect the Committee to incur liabilities they might not be able to discharge.

Now, it is just this way: if all those florists who have good intentions and the will power to put them into effect will act quickly and let the Secretary know what can be expected of them, the Committee can accomplish much to the advantage of the Campaign. They can put their plans over without disappointment through changes compelled by limited resources. Our slogan, "Say it with Flowers," is too good,

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and too valuable, to be trifled with. Our Campaign is handled at the least possible expense—in fact, we might easily substantiate a claim to first place among all similar campaigns financed as we are. We have reached the goal which has been our object from the start, and which should now be our anchor. It is up to those who have not yet supported the movement to maintain our anchorage and help us forward to the greater possibilities which are in sight.

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SWEET PEA SHOW IN BOSTON.

Annual Exhibit of the American Sweet Pea Society and Massachusetts Horticultural Society.

If the Massachusetts Horticultural Society had been obliged to depend wholly upon local exhibits, the show at Horticultural Hall last Saturday and Sunday would have been a meager one, for peas around Boston were not in good condition. As it happened, however, the annual exhibit of the American Sweet Pea Society was held at the same time, with the result that a very creditable show was made. The largest exhibitor was the W. Atlee Burpee Co. of Philadelphia, which had its peas arranged in an alcove against a background of black velvet in such a way as to produce an exquisite effect. Other prominent exhibitors were Mrs. S. D. Riddle of Glenriddle, Pa., Geo. Annan Gardener; William G. Taylor of Newport; Alice M. Forbes of Worcester and Allan J. Jenkins of Shrewsbury.

Besides the sweet peas, there were many other exhibits, including a fine lot of perpetual roses shown by Mrs. Lester Leland, Eric Wetterlow, gardener, of Manchester, Mass., as well as a good collection of vegetables and small fruits, those from Hillcrest Farm attracting particular attention.

Mr. A. C. Burrage of Beverly had his monthly display of orchids, and Mr. Thomas Roland of Nahant showed a table of cypripediums which won much favorable comment. Few new plants were offered, but one, a new yellow tuberous begonia, shown by Mrs. Leland, was a conspicuous feature. This begonia has been named Frau Hellen Harms and is exquisite in form and color.

Among the out of town visitors noted were John C. Wister of Philadelphia, Wm. Gray, secretary of the Newport Horticultural Society and John S. Hay of the Henry A. Dreer Co.

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The list of the prizes and gratuities was as follows:

AWARDS FOR FLOWERS. Theodore Lyman Fund, No. 2. Sweet peas—25 sprays any white variety: 1st, A. J. Jenkins, Constance Hinton; 2nd, Mrs. Lester Leland, King White—25 sprays crimson: 1st, A. J. Jenkins, The President—25 sprays earmine: 1st, A. J. Jenkins, Rosabelle; 2nd, Mrs. Lester Leland, Rosabelle—25 sprays yellow: 1st, A. J. Jenkins, Dobbie's Cream—25 sprays blue: 1st, A. J. Jenkins, Blue Jacket; 2nd, Mrs. S. D. Riddle, Blue Jacket—25 sprays blush: 1st, Mrs. Lester Leland, Lady Evelyn Eyre—25 sprays deep pink: 1st, Mrs. Lester Leland, Hercules; 2nd, A. J. Jenkins, Elfreda Pearson—25 sprays orange: 1st, A. J. Jenkins, Robert Sydenham; 2nd, Mrs. S. D. Riddle, Helen Lewis Spencer—25 sprays lavender: 1st, A. J. Jenkins, R. F. Felton; 2nd, Mrs. Lester Leland, R. F. Felton—25 sprays purple: 1st, A. J. Jenkins, royal purple; 2nd, Mrs. Lester Leland, Royal Purple—25 sprays maroon: 1st, A. J. Jenkins, King Manuel; 2nd, Mrs. S. D. Riddle, Othello Spencer—25 sprays picotee: 1st, A. J. Jenkins, Mrs. Breadmore—25 sprays striped or flaked: 1st, A. J. Jenkins, Loyalty; 2nd, Mrs. Lester Leland, Loyalty—25 sprays bicolor other than picotee-edged: 1st, A. J. Jenkins, Mrs. Cuthbertson.

For Amateurs Only. Sweet peas—Best vase white, 15 sprays to a vase: 1st, Wm. G. Taylor, Constance Hinton; 2nd, Mrs. Alice M. Forbes, Constance Hinton. Best vase pink: 1st, Mrs. Alice M. Forbes, Elfreda Pearson; 2nd, Walter D. Blossom, Elfreda Pearson. Best vase dark pink: 1st, Wm. G. Taylor, Hercules; 2nd, Mrs. Alice M. Forbes, Margaret Atlee. Best vase lavender: 1st, Wm. G. Taylor, New Lavender; 2nd, Mrs. Alice M. Forbes, R. F. Felton. Best vase salmon: 1st, J. A. Naddin, Barbara. Best vase crimson: 1st, Mrs. Alice M. Forbes, Rosabelle; 2nd, J. A. Naddin. Best vase primrose: 1st, Mrs. Alice M. Forbes, Dobbie's Cream; 2nd, Walter D. Blossom, Mrs. C. W. Breadmore. Best vase scarlet: 1st, Mrs. Alice M. Forbes, President. Best vase any other color: 1st, Wm. G. Taylor, King Manuel; 2nd, Mrs. Alice M. Forbes, King Manuel.

Wild flowers—Collection, named, one bottle of each kind: 1st, Mrs. F. C. Upham; 2nd, Henry L. E. Naber; 3rd, Hillcrest Gardens.

Hillcrest Prizes. Rambler Roses. Best

collection, named, cut trusses: 1st, Hillcrest Gardens.

Silver Medal: Blue Hill Nurseries, collection of Astilbes.

First Class Certificate of Merit: Miss H. L. Nurseries new Liliaceae (Philadelphium bulbiferum); Thomas Roland, Cypripedium Harrisianum superbum; Mrs. Lester Leland, new tuberous begonia Frau Hellen Harms; A. C. Burrage, Odontoglossum Hyeannum; A. C. Burrage, Cattleya Rhoda.

Honorable Mention: W. N. Craig, seedling phlox paniculata, white; Blue Hill Nurseries, Delphinium Mrs. Eric Wetterlow; Irishthorpe, seedling Iris Kaempferi; Thomas Roland, Cypripedium Lawrenceanum.

Gratuities: Mrs. Lester Leland, hybrid perpetual roses; Miss Cornelia Warren, display of oncidium flexuosum; Miss Cornelia Warren, Iris Kaempferi.

AWARDS FOR FRUITS. Benjamin V. French Fund, No. 2. Cherries—any red variety: 1st, Hillcrest Gardens, Montmorency. Any white or yellow variety: 1st, Mrs. M. J. Merrill, Royal Ann. Currants—Any red variety: 1st, Hillcrest Gardens, Fay's Prolific. Any white variety: 1st, John Bauernfeind, White Imperial. Gooseberries—Three varieties: 1st, John Bauernfeind. Any white or yellow variety: 1st, John Bauernfeind, Columbus. Strawberries—Any variety: 1st, Louis Gratton, St. Martin; 2d, Hillcrest Gardens, William Bell.

AWARDS FOR VEGETABLES. Theodore Lyman Fund, No. 2. Beans—Seven open culture, 50 pods: 1st, Hillcrest Gardens; 2d, James Donald. Beets—Twelve, open culture: 1st, Hillcrest Gardens, Crosby's Egyptian; 2d, Hillcrest Gardens, Edmonds. Cabbage—Four heads: 1st, Hillcrest Gardens, Jersey Wakefield; 2d, Hillcrest Gardens, Danish Ballhead. Carrots—Twelve specimens: 1st, Hillcrest Gardens, Lettuce—Four heads: 1st, Oliver Ames; 2d, Faulkner Farm. Onions—Twelve specimens: 1st, Oliver Ames; 2d, Hillcrest Gardens. Peas—Fifty pods: 1st, Mrs. Lester Leland; 2d, Hillcrest Gardens. Potatoes—Twelve specimens: 1st, Hillcrest Gardens, Uncle Gideon; 2d, James Donald, Irish Cobbler. Tomatoes—Twelve specimens: 1st, Faulkner Farm; 2d, Oliver Ames. Collection of vegetables—Eight varieties: 1st, Hillcrest Gardens; 2d, James Donald. Collection of vegetables—Four varieties: 1st, Oliver Ames.

Gratuities: Faulkner Farm, collection of peas; Hillcrest Gardens, collection of peas.

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George Watson's Corner

"You in your small corner and me
in mine."

P. Joseph Lynch, the noted rose grower of New Castle, Indiana and West Grove, Pa., and who also holds the important office of secretary to the Attorney General of the State of Indiana, visited the trade in Philadelphia on the 9th inst., having come East to attend the funeral of his brother, M. Henry Lynch, president of the Dingee & Conard Co. Mr. Lynch reports the best mail order year in roses in the history of the concerns with which he is connected and predicts with confidence a continuance for the coming year of these favorable conditions. We trust politics will not get this rose enthusiast too deeply in the toils. We cannot spare so valuable a man, even for foreign minister to Rome, Paris, or London. It is whispered around that he is slated for some such exalted office.

"One crane, seven snappers, and all the fish we could use ourselves or give away to those we met," is the record for one day of the Commodore and Jeff on their outing at the seashore. Glad to hear they are having such a good time. Jeff is a good provider—and can dispose of his own share personally. In which thought hangs a possibility. Suppose he happened to eat too much snapper, and have a bad dream, and during the dream the devil

in the guise of your uncle should be labor him with a big wooden club until Jeff was certain that every part of his insides had turned to sawdust pudding? Wouldn't that be awful? Perhaps some unkind person might say it was but a just retribution for a certain evil deed which history records. But far be it from us to return evil with evil, even with the aid of Satan.

Philip Freud of Michell's says he is tired going to the seashore every year for vacation. He has been doing that now for about 20 years. He left on the 10th inst. for a trip inland. Pittsburgh, St. Louis and other points west and southwest. His wife and daughter accompany him.

Charles H. Grakelow who is Exalted Ruler of Philadelphia Lodge No. 2, Order of Elks headed the delegation—twenty special cars to the National Convention in Chicago where they intend to put Philadelphia on the map as far as Elkdom is concerned. They expect to capture amongst other things the first prize in the parade which is a great feature in these annual meetings. Few men know better than Charlie how to manage a parade and we confidently look for him to get first or pretty near it. Twenty-five hundred new members have joined since he became Exalted Ruler about six months ago which breaks the record. Alvah R. Jones, manager in the Pennock Flower Market is a Mason of high degree and thinks well of the Elks and speaks highly of their work. He says that besides the things above mentioned a band patrol and mounted guard has been organized, and other big things are contemplated for Philadelphia, and with such an energetic Exalted Ruler as they now have there is nothing to it but these big little words "A Grand Success" for Lodge No. 2.

GENERAL NEWS NOTES.

Samuel Wax, the well known florist of Boston, has been enjoying a fishing trip to Squam Lake, N. H., being the guest of Daniel F. Cronin, Superintendent of the Public Parks of Manchester, N. H.

The A. M. Tuttle Co., of Melrose, Mass., has been incorporated and will deal in shrubs, vines, flowers, etc. The directors are Alton M. Tuttle, president; Howard P. Shaw, treasurer, and Albina Tuttle.

Joseph Manda & Co., the prominent florists of West Orange, N. J., have secured permits for the erection of four new greenhouses on Valley Road, to cost about \$10,000.

The Baker Seed House business at Rutland, Vt., has been sold by Sidney A. Baker to his brother, George H. Baker. This house is one of the most modern plants of this kind in Vermont, with two greenhouses, each 204 feet long. It also controls a farm of seventeen acres. The business was founded by Sidney Baker about twenty-seven years ago.

Calvin A. Hodges, a well known norrist of Watertown, N. Y., died recently, after a long illness. He was 67 years old.

The Canadian Horticultural Association will hold its annual convention at Hamilton, Ont., Aug. 10 to 13, inclusive.

The Cooperative Flower Market and the Boston Flower Exchange are closing at noon Saturdays during July and August.

F. R. Kaulback is making a long trip through Nova Scotia and the land of Evangeline, traveling by automobile.

HORTICULTURE

Vol. XXXII

JULY 10, 1920

No. 2

THE TALK OF THE TRADE

Do high prices offset the lack of sales? That is a question which Mr. N. F. McCarthy, the well known plant auctioneer of Boston, is trying to answer. Mr. McCarthy reports that while buyers seemed perfectly willing to pay whatever was asked for the goods, the volume of sales was very much less than in the years before the war. This he accounts for in large measure by the fact that nearly all of the large estates at Newport, Lenox and other summer places are running in a very limited way. Ordinarily the smaller nurserymen have bought heavily at the auction sales in Boston and have resold the stock to the owners of large private estates. Of course there has been few transactions of this kind this season. A large proportion of the people who have been making a lot of money the past few years are not people who have acquired as yet much of an interest in gardens and the decoration of their grounds. Perhaps this will come later, but the old time buyers have been largely out of the market.

Without doubt Mr. McCarthy has on hand at the present time the largest stock of bay trees and rhododendrons in the country. He has 450 excellent specimens of bay trees alone. Most of his stock is now at the nursery which has been established at Montrose, Mass., a few miles from Boston. It is interesting to find that a great many sales have been made at the nursery this spring, something which has been due presumably to the fact that the nursery is close to a much traveled highway. Mr. McCarthy said that it was a common thing earlier in the season to sell from three to five hundred dollars' worth of plants between four and six o'clock on Sunday afternoon. During the day a constant stream of automobile riders would pass, but never did buying begin until late in the afternoon. Then it would come with a rush.

Mr. McCarthy also reports that the sale of roses has not been as heavy as for many years. When the season began the call for perennials, however, was large, and the auctions were very well attended. Later, however, interest dropped off. As a matter of fact,

the number of perennials offered has not been as large by any means as usual, because the growers have not offered a great quantity, owing to the lack of production during the past year or two.

Mr. Walter S. Schell, a prominent and progressive seedsman of Harrisburg, Pa., has just purchased the four story building recently given up by the Standard Baking Co. on Tenth and Markets Sts. This is a modern building and will be used by Mr. Schell for his growing business. It had been Mr. Schell's intention to construct a large seed store on a lot at Fourteenth St. and Market St., owned by him and at present occupied by a temporary seed and implement warehouse, but owing to the high cost of construction work, Mr. Schell thought it best to sell the lot and buy a building already erected. As a result of Mr. Schell's enterprise, he has been able to greatly enlarge his list of customers and is now looked upon as one of the leading seedsmen of central Pennsylvania.

Prof. E. H. Wilson, Assistant Director of the Arnold Arboretum, Jamaica Plain, Mass., is now on the water headed for England, having sailed from New York last Saturday morning. Mr. Wilson told me before leaving Boston that he expected to be away



Prof. E. H. Wilson

about three years, possibly longer. He will spend about six weeks in England, which he has not visited before for nine years. Of course, he will visit Kew and other prominent gardens to see what progress is being made in growing the plants which he has introduced from time to time from other countries of the far East.

From England he will go by way of the Suez Canal to Australia, and spend several months in that country, Tasmania and New Zealand. He expects that about next May he will be on his way to India. Just where he will go after that is uncertain.

While Mr. Wilson will keep an eye out for any good plants adapted to American conditions, he will look especially for conifers, of which very few native to the countries mentioned are now being grown in America. After all, though, the most important object of his trip is to make scientific connections between the Arboretum and leading horticultural institutions in other places. It is expected that he will acquire many valuable books and pamphlets to add to the Arboretum library, as well as many important herbarium specimens.

As Mr. Wilson said just before he left, "There is really not much incentive to the introduction of living plants or of seeds under the present drastic ruling of the Federal Horticultural Board at Washington." Any seeds which he might send back would have to go to Washington before they reached the Arboretum and undergo a baking process which is not favorable to their germination.

One who has gone through the rose houses of the Budlong Rose Company, Auburn, R. I., and noted their growing conditions of a few years ago, cannot be but impressed with a general change under present conditions, and this has been caused by the increase in operating expenses, particularly fuel and labor.

Only a few years ago there was a general wet treatment being used on this entire plant; you could hear water dripping and see it running down the walks at all hours of the day. High temperatures were run during the daytime, while at night average rose temperatures from 58 to 62 degrees were maintained; but on sunny days even in the summer steam was kept

on and roses were kept on the jump day in and day out. Now this system has changed. I hadn't been in the houses but a few minutes when I felt something lacking, and the first thing I noticed was the absence of water. This has been cut down materially and it is also the case with heat. Where once you would see foremen and helpers in all directions, they are now few and far between, but strange as it may seem this has not resulted in any lowering of quality.

I asked Mr. James A. Budlong what the results had been and I understand from him that they are getting quantity as before with possibly in some cases an improvement in quality. Those rose houses today as always are in tip top shape from one end to the other. Never is a crop left in that does not keep on its toes every minute; it soon is replaced with new planting, and to my mind this is as interesting a rose place to visit as I have seen.

The lessons of the past two seasons with the scarcity of *Vinca variegata* has evidently taught many of the florists to be prepared for the coming season. Small stock such as 2 and 2½ inch has been in good demand, propagating has been done in large quantities, for those florists who raise their own stock for local retail trade are planting into the field good quantities of vinca for lifting next fall, which, of course, will give them good stock for the spring sales. This is an easy plant to handle and there is no reason in the world why growers should not raise their own stock and have enough for all their demands. It isn't too late now to strike cuttings and get good 2½ and 3½ inch plants for next fall, as they can remain in the field until the last minute before freezing, then carried along on the edge of the benches, on shelves and other spaces of small value.

Week after week we get different angles of the coal situation and when it is all boiled down the fact remains that there is danger of a very short supply. Any grower who can get delivery on any coal at all had better take it when he can get it. I was interested to note what some of the Philadelphia growers were doing in this respect.

While in years past many Philadelphia growers have burned quite a lot of Buckwheat, No. 1 and 2 sizes, even those who have been in the habit of sticking to soft coal are switching over to this grade anthracite, and this is not only true of Philadelphia in particular but is showing up all through Jersey, around New York and even

among the Boston growers. I believe the grower who takes advantage of this grade of coal as he can get it will be playing on the safe side.

One big coal firm in Philadelphia connected with big corporations makes the statement that 90 per cent of all the available bituminous supply in sight or in prospect has been contracted for by large manufacturing concerns, railroads, lighting plants and similar plants, which leaves only that small uncertain 10 per cent for the smaller fellows to depend upon. Matters may change decidedly but it would seem to me to be a very good gamble to take what you can get from week to week, for so far there is nothing in prospect as a relief.

Mr. A. F. Faulkner and daughter of New York were recent Boston visitors.

THE MARKET.

Practically speaking, there is no market. This applies to all of the large cities. Any dealer who comes in and wants flowers can get them at practically his own price. The amount of stock sent in is small and includes considerable outdoor stock. The flower in Boston that seems to be selling best just now is delphinium. *Lilium speciosum* has just appeared, but the call for them is not great as yet.

LADIES' SOCIETY OF AMERICAN FLORISTS.

Committees for the annual convention to be held in Cleveland August 17-20 have been appointed by the President, Mrs. B. Hammond Tracy, as follows:

Introduction Committee. Mrs. Chas. Maynard, Mrs. J. A. Peterson, Mrs. A. Austin, Mrs. Ella G. Wilson, Mrs. Whitton.

Entertainment Committee. Mrs. Charles Graham, Mrs. Albert M. Herr, Mrs. Philip Foley.

Welfare Committee and information Committee. Mrs. H. Knoble, Mrs. George, Miss Ida Peterson, Mrs. Friedlay, Mrs. A. L. Miller.

Miss Perle B. Fulmer proposes the following amendment to the Constitution and By-Laws: Article 6, Section 4, relative to the duties of the Treasurer, "She shall turn over to her duly elected successor all moneys, books, and papers, so that they shall reach her by January first."

Mrs. Albert M. Herr proposes an amendment to Article 6, to become Section 6 of the same, relative to Duties of Directors. "They shall meet at the call of the President as soon as convenient after the appointment of the new members, and elect their

New Violet "Duchess"

This is a great improvement on Princess of Wales—Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

It will pay you to go in for DUCHESS. And DO IT NOW—before this fine lot is all grabbed up. We offer Large field grown clumps of DUCHESS, and the other two as follows:

	100	1000
DUCHESS	\$15.00	\$120.00
LADY CAMPBELL	12.00	100.00
PRINCESS OF WALES..	10.00	95.00

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MICHELL'S Flower Seeds

Cyclamen Seed

MICHELL'S GIANT SHOW

	100	1000
	Seeds	Seeds
Bright Red	\$2.00	\$16.00
Dark Blood Red.....	2.00	16.00
Glory of Wandshek, Salmon red.....	2.00	16.00
Perle of Zellendorf, Salmon pink.....	2.00	16.00
Pure White	2.00	16.00
Rose of Marienthal, bright pink.....	2.00	16.00
White with Carmine Eye.....	2.00	16.00
Mixed Colors	1.50	12.50

MICHELL'S LARGE FLOWERING

	100	1000
	Seeds	Seeds
Duke of Connaught, crimson.....	\$1.50	\$12.50
Excelsior, white, with red base.....	1.50	12.50
Grandiflora Alba, white.....	1.50	12.50
Princess of Wales, pink.....	1.50	12.50
Salmon Queen, salmon pink.....	1.50	12.50
St. George, delicate salmon.....	1.50	12.50
Mixed, all colors.....	1.25	10.00

PANSY SEED

Michell's Giant Exhibition Mixed

A giant strain which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c.; tr. pkt., 50c.; ½ oz., \$1.25; \$2.00 per ¼ oz.; per oz., \$7.00.

Giant Trimardeau Mixed, large flowering, choice colors, Tr. pkt., 30c.; \$2.50 per oz.

Also Giant Prize and Regular Strains Pansies, Daisy, Myosotis, Cineraria, Primula, and all other Seasonable Seeds, Bulbs and Supplies.

CYCLAMEN PLANTS

Extra Fine Stock. Separate Colors. 3 in. pots, \$27.50 per 100.

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Chairman; they shall fix the amount of the bond of the Treasurer and Secretary according to the financial status of the society, and they shall have power to dispose of any unfinished business and to vote on any or all questions pertaining to the welfare of the Society during the time between meetings."

MRS. ALBERT M. HERR, Secy.

AMERICAN ROSE SOCIETY.

Report of the Meeting Held at the
Minneapolis Municipal Rose
Garden, June 28.

This meeting was first scheduled to take place July 3, but on account of unusually warm weather and favorable growing conditions the meeting had to be called a week earlier, to see the garden at its best. This change unfortunately prevented the expected attendance of President Robert Pyle of the American Rose Society, Horace McFarland and other prominent outdoor Rosarians. The society was, however, represented by Messrs. O. Y. J. Olson of St. Paul and Hugh Will and Theodore Wirth of Minneapolis. Max Kaiser, President of the Minnesota State Florists' Association, called a field day meeting of the association which was well attended in spite of the unfavorable weather. A heavy rainfall interrupted the meeting which was adjourned to the nearby Park board greenhouses. After an hour session under cover, the visitors returned to the garden and inspected the 200 varieties.

One of the novelties which attracted attention was the W. R. Grootendorst, introduced by A. N. Pierson of Cromwell, Conn. The plants were received this spring and were in a very promising condition. If Grootendorst is as hardy as claimed by Cromwell Gardens, it will be a valuable addition to the H. R. collection of the garden.

Mr. Wirth expressed his disappointment over the limited number of plants received for testing purposes from growers and introducers of new roses. The following growers responded to his request for test plants:

A. N. Pierson sent: Columbia, Milady, Pilgrim, Premier, Evelyn, Crusader, Mrs. J. Cook.

Charles H. Totty Co., Madison, N. Y.; Madame Butterfly, Frank M. Dunlop.

Robert Scott & Son, Sharon Hill, Cornelia.

All of these plants were in good con-

dition, but cannot be judged as to their hardiness and other qualifications to this climate before next year.

While the garden as a whole was a beautiful sight to behold, it was not in the usual good condition of former years. The severe winter was the cause of the loss of some 375 plants which made many of the beds incomplete. On June 26 and 27 we had very heavy rainfalls, regular cloud bursts, and all fully developed flowers were completely spoiled. There were, however, an abundance of buds in evidence, which under more favorable weather conditions promise a good crop of flowers of practically all the 200 varieties during the next two or three weeks.

Mr. Wirth asks the writer to invite all growers, originators and introducers of new roses to apply for space in the garden for their novelties. He is willing to give them the space and to pay the market price for the plants. He wants four plants of each variety to be tested.

The Municipal Rose Garden at Lyndale Park is one of the show places of our city and through its influence rose culture has been stimulated all over the Northwest to a most remarkable extent. The Garden is surely worthy of the attention and support of every grower of the country. These Municipal Rose Gardens are the best possible medium for introducing new varieties, why not make use of them?

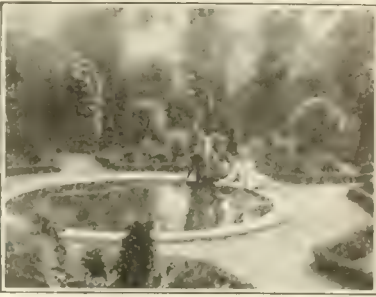
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AND O. H. CONVENTION

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On top of all this is the promise of



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an enjoyable social time. A goodly number of ladies will accompany the party, too. You are expected to bring along your wife or some of the family.

A booklet setting forth the itinerary of the New York party will be mailed in a few days to the majority of florists and allied trades in New York and immediate vicinity.

The time to send in your reservation is now, not later, to C. Lowther, Secretary Transportation Committee, Box 100, Times Square Station, New York City.

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3000 F. H. Dunlop, 2½ in. grafted, per 1000.....	375.00
5000 Columbia, 2½ in. own root, per 1000.....	150.00
1000 American Beauty, 4 in. own root, per 1000.....	200.00
1100 Hoosier Beauty, 3 in., per 100.....	15.00
300 Maryland, 3 in., per 100.....	15.00

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HORTICULTURE

Established by William J. Stewart in 1904

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Entered as second class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

The publicity campaign of the S. A. F. is suffering for the lack of funds. So serious is the situation that Mr. Henry Penn, chairman of the committee, has written an open letter which he desires to have published. We are giving the letter more than usual publicity because of its importance. It follows:

"Have the Florists had enough of the national campaign?

"Have we had so little success with our national publicity as to cause those who have as yet not contributed to feel that it is unnecessary to continue longer?

"Have we had lack of efficiency in our publicity committee to continue?

"Have we had too little results to prove the need of furthering our campaign?

"Have the florists had too little or too much business since the campaign was inaugurated?

"Are we going to continue or discontinue this part of the work only just budding out and only just beginning to prove itself?

"These are just a few of the questions that come into the minds of those who are interested in the work.

"Perhaps a little judgment on the part of those who show indifference to the work might assist those who have already contributed and who have been interested since its inception, and might solve our problem.

"What's the answer?"

HENRY PENN.

Apparently the labor situation is easing up a bit. This is the result of closing or partly shutting down of the larger industrial establishments. After all though, this isn't a great help to the florist or grower because most of the men who apply for work are wholly inexperienced. A few of the older hands are coming back, but relief is not so great as might be wished, although the situation is tempered by the fact that lack of coal may necessarily

cause a curtailment of greenhouse work all along the line. It is the farmers who benefit most by the change in conditions, but unfortunately they had already made their season's plans so that much of the labor which presents itself to them is turned away. Altogether, the outlook is for an abundance of help by next year.

It is expected that the gladiolus exhibition to be held in Horticultural Hall Boston, August 14 and 15 will be a very important one and that it will be attended by a large number of growers from all parts of the country. It is the date of the annual exhibit of the Massachusetts Horticultural Society, but in connection with it will be held the annual show of the American Gladiolus Society and the first annual exhibit of the Massachusetts Gladiolus Society. In times past, the American Gladiolus Society has held its show in connection with the S. A. F. convention, but it was decided to make a change this year with the result that gladiolus growers and amateurs fond of this flower will flock to Boston. The prizes which are being offered are most attractive and should prove a strong incentive if such an incentive is needed to the staging of exhibits on a large scale.

Florists who have been adding to their real estate holdings or to the equipment of their establishments should consider the matter of insurance. All too often even good business men neglect to increase their insurance to cover the additional value resulting from improvements. As far as that goes, however, the matter of increased insurance deserves attention even from florists who have done nothing to add to the value of their property, because the inflation which has come all along the line during the past year must necessarily have increased the replacement value to a very large extent. That is to say, if the property should be destroyed by fire it would be impossible to replace it at anything like the cost which would have been sufficient a few years ago. It is obvious, therefore, that if the insurance has not been increased to meet this situation the florist who suffers by fire will find himself in a bad way. The change has come about so gradually, too, and in such an unusual way, that a great many business men have given but little thought to the situation which they would be in if a disastrous conflagration should overtake them or any other physical disaster affect their business.

It is quite possible, and in fact very probable, that values will go down again within a few years, but in the meantime it is very important that the business man should anticipate possible losses from fire. For that reason he will be very wise if he takes out additional insurance to cover the estimated increase in the value of his property and equipment. He need not necessarily make this insurance for a long term, but it will be good business to protect himself in this way until conditions change again, when if he finds he is over insured he can readily make a new adjustment. In fact it is quite probable that the insurance company will take some action along this line if property values go back to their old level. The florist's business is to look out for himself, with conditions as they are today.

THE PERPETUAL CARNATION.

It is very interesting to get the English point of view on the carnation as a popular flower. The Carnation Year Book published by the British Carnation Society has just come to hand and contains the following from the pen of Lawrence J. Cook:

"Know thyself,

And to thine own self be true—
Thou canst not then be false to any man."

And when we know ourselves let us try and know the plant in which we are so interested.

The Conference on Carnations, held on March 10, 1920, suggested that many of us have much to learn about the Perpetual Carnation. When we know it, the pleasure of growing it will be greatly increased.

Just as the perfect man is a combination of brute beast animal, and spirit, and his perfection depends on the ratio in which the latter predominates over the former, so in a like way the perfect Perpetual Carnation is a combination of qualities the principal of which are beauty of form, color, and perfume, always combined with a perpetual growing and free flowering habit.

Raisers of the old border carnation have been the means of creating a flower of beautiful form and color, but often without perfume, no longer always hardy, and flowering at one short period of the year. They have produced a "Whited Sepulchre."

American raisers have studied size of flower, and to their own crude idea, color, but chiefly habit of plant has been their aim and success. They are fast losing the delicious old clove perfume which one would expect from the descendants of the Gilliflower.

The British raisers have a big task in gathering up the threads that have been dropped, that of habit of plant by the early British raisers, and combining them with the color and perfume nearly lost to us by American raisers. Is it an impossibility?

The British Carnation Society has evolved its name from the Winter Flowering Carnation Society and Perpetual Flowering Carnation Society, because its members consider that we have reached a point in its history when all forms of carnations might be embraced. The writer was the only member of the Society's Executive who opposed the last change of name, because he believes that it is dangerous to compromise.

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PETER H. LANE, M. D.

We regret to announce the sudden passing away July 7th of Dr. Lane who was widely known in horticultural circles as well as in the medical profession. He attended nearly all the S. A. F. conventions during the past fifteen years; was an ardent enthusiast in the Pennsylvania Horticultural society; the Florists Club of Philadelphia; made trips to Barnegat, the West Indies, and other places with congenial spirits like Craig, Westcott, Asmus, and other old timers. He was a most genial, companionable gentleman, highly trained in botanical knowledge and a man whom everybody was proud to know. In his own profession he was a specialist in nervous and mental diseases, and was proprietor and manager of the Kenwood Sanitarium at Chestnut Hill, Philadelphia, which he founded about 16 years ago. He was 45 years of age, and in his boyhood days

he ran around Nahant and played pranks on Tom Roland the noted flower grower there who knew and loved him when but knee high. Later he was a Dartmouth student from which he graduated. He also took the medical course at Harvard; and at the Medico-Chi in Philadelphia. The cause of his death was pneumonia. Interment took place at Lexington, Kentucky in the family burying ground of his wife, who survives him and was co-manager of the Sanitarium with her husband—she also being highly trained in the profession. The doctor was a keen sportsman and took many trips to the backwoods. He was known to his cronies in the familiar moments when dignity and business was laid aside by the loving title of "Moosehead Pete" and he did not resent these pleasantries but always gave in return as good as he got. We will all miss him.

G. C. WATSON.



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Flowers Under Glass

In a rainy season like the one we have been having it is especially important to keep the carnation fields cultivated. At the same time it is a mistake to work the soil while it is wet. As soon as it dries out you should get busy so that the surface soil will be cultivated in order to prevent the escape of moisture from the ground below. Nobody ventures to say that good cultivation is a successful substitute for the Skinner Irrigation System, but at the same time it does much to keep the roots moist and the plants growing. Pinch back the stems which begin to run up so that when benching time arrives you will have plants which have shoots in all stages of growth. That will mean, of course, a steady crop of blooms next winter. It is really a saving in time and effort to go over the field frequently, as then you can top each shoot just when it is ready instead of being necessary to take off ten day's or two weeks' growth which the plants ought not to have made.

Be sure that the cyclamen plants do not get hard or pot bound nor crowded at this time. Your work now will have much to do with the condition of the plants when they are ready for the Thanksgiving and Christmas trade. Spray the plants every bright day and use a nicotine preparation at least once a week in order to overcome thrips, aphids and mites. It is important to keep the house well ventilated and the use of movable shades is advocated. They are really a great help in keeping the plants from becoming drawn. If you happen to have a greenhouse bench where the plants can be protected from the hot sun, you will find that a good place for them. Perhaps you can plunge the pots in such a bench. You will find the location ideal under such circumstances, and the plants will grow as well as in cold frames, although possibly they may not become quite so stocky. For the last potting use soil which is two parts fibrous loam, one part dried cow manure, and one part leaf mold which is not too far decayed. Also add some sharp sand and a little fine charcoal. It is needless to say that good drainage is required when growing cyclamens.

This is a good time to put in seed of stocks for next winter's flowering.

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mention HORTICULTURE

CORNELL ROSE TEST GARDEN.

The American Rose Society Pilgrimage which was Held June 30.

A large number of the members of the Rose Societies of Auburn, Rochester and Syracuse motored to Ithaca, June 30, to inspect the roses in the test garden of the American Rose Society on the grounds of the Department of Floriculture of Cornell University. The roses were in splendid condition and the visitors expressed themselves as highly pleased with their trip. After lunch at the Home Economics Building the visiting rosarians proceeded to the garden where they gathered under the shade of a large tree while Professor A. E. White delivered a short address welcoming the visitors to Ithaca and telling them of the work of the other test gardens of the American Rose Society. He was followed by Dr. A. C. Beal who spoke on the classification of roses and the special work of the Cornell test garden. Mr. Hubbard described the methods of winter protection employed in the garden. Dr. A. C. Fraser demonstrated the method of preparing the flowers and applying the pollen in pollinating roses. The visitors spent the afternoon inspecting the various species and varieties that were in bloom. At the field office punch was served by the feminine members of the staff and the wives of the professors.

The rose pilgrimage was held on the first of the three days of the first Summer Farmers' Week of the College of Agriculture which brought thousands of country people to Ithaca to view the experimental plots of the College and Experiment Station. Large numbers of these visited the Rose Garden, and also the Peony Plantation, as the flowers in the latter were in splendid condition this year because of the late season. In this manner a foundation was laid for an ever increasing interest in the outdoor flower trails of the department. Most of the farmers who visited the gardens had never seen the Rose Garden and did not know that anything like it was carried on in Central New York. Next year many others will motor through the beautiful Finger Lakes Country on their annual pilgrimage to the prettiest spot in all this favored land of natural beauty—the Rose Garden.

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Horticultural Sundries
166 W. 23rd St., NEW YORK

1910) velvety crimson-red, exceptionally fine, hardy rose.

Red Letter Day (A. Dickson, 1914) unusually vigorous, tall growing, semi-double, brilliant scarlet-crimson. Its cactus-like flowers retain the pleasing color under all conditions. K of K is said to be an improvement on this but thus far we fail to see it and instead K of K lack vigor.

Chrisie MacKellar (A. Dickson, 1913) a bedding rose of rare merit. Very free and continuous bloomer. Has pointed buds of orange and crimson, and semi-double flowers of a beautiful orange-pink.

Duchess of Sutherland (A. Dickson, 1912) among the light pink double roses the merits of this variety appear to have been overlooked. Two lots of plants in different beds show the same valuable qualities. A warm rose pink.

Gladys Holland (McGredy, 1917) a salmon-pink of very large size, good

form some flowers being seven inches in diameter. A good grower.

Mme. Hector Leuillot (Pernet-Ducher, 1904) This is usually classed as a climbing H. T. but like many others of that class it is not so vigorous that it cannot be used for bedding. A very large deep salmon-yellow.

Ulster Gem (H. Dickson, 1916) A large primrose-yellow single hybrid tea rose with prominent deep yellow anthers. A worthy companion of Simplicity which has always been the best white single H. T. in the garden. Isabel continues to lead the pink singles.

Golden Spray (H. Dickson, 1917) This promises to be the one best of the new yellows.

Willowmere (Pernet-Ducher, 1913) This variety continues to lead the salmon-pink roses of its class.

Danea (Pemberton, 1913) This hybrid musk rose, deserves to be more generally known. It is an unusually

free bloomer and continues on the strong shoots sent up from the base. The buds are rich yellow but the flowers are a cream white. Although a semi-climber this appears to best advantage as a bedding rose.

Among the polyanthas, or baby ramblers White Baby Tausendschon and Baby Elegance are two that are worthy of a place in any garden.

Not many of the climbers were in bloom but among the early bloomers were noted the following:

Paul's Scarlet Climber (W. Paul, 1916) This rose wherever we have observed it has been in splendid condition this year. At Ithaca its merits have been verified in other seasons. Its glorious color and long keeping qualities while on the plant are two of its merits.

Aviator Bleriot (Fauque, 1910) This rose in bud, or flower is a decided attraction to a garden. Its beautiful orange and yellow buds are very beautiful.

Rugosa repens alba (Paul, 1900) A pure white flowered hybrid rugosa with very free blooming qualities and a trailing habit. For covering banks or boulders this rose deserves to be better known as it remains a long time in bloom and is much earlier than Rosa Wichuraiana.

Seashell (Dawson, 1916) A large, beautiful, single, pink variety.

Purity, Christine Wright and Climbing American Beauty were magnificent pillars of bloom where grown on posts. These three are indispensable.

The display of climbers will continue until the 20th or 25th of July.

A. C. BEAL.

COMING GLADIOLUS SHOW

The schedule of the first annual exhibition of the Massachusetts Gladiolus Society has just been issued. This show will be held in connection with the exhibition of the Mass. Hort. Society on August 14 and 15, Saturday and Sunday, and it is expected to attract a large amount of attention. A liberal prize list has been prepared and classes arranged so as to give everybody a fair chance. There is a long list of prizes open to all, including eleven offered by Chas. W. Fairbanks of Lexington, many specials, which classes are also open to florists, and classes for amateur and private gardeners, including several specials offered through the Mass. Hort. Society by Miss Case of Hillcrest Farm, Jelle Roos of Concord and others. Copies of the schedule may be obtained from Robert R. Walker, Secretary, Mansfield, Mass.

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Little Talks on Advertising

I have been much interested in an advertisement being put out by the concern in Mt. Vernon, N. Y., which styles itself "The House of Flowers." It uses part of a column in a local paper to give helpful hints for the benefit of its customers. At the head of the advertisement is a very attractive drawing of an idealistic flower bowl arrangement. Below is the advertising matter, as follows:

Making the Most of Cut Flowers

Start right by purchasing freshly cut blooms. Fill the vases within an inch of the top with fresh, cold water. Remove a small portion of the stems with a sharp knife and set up each stem one by one. Do not crowd, aim at showing off each individual flower. Deep vases should first be loosely packed with rush grass to prevent smooth-stemmed flowers falling out of position.

Stand the vases in a cool position out of direct drafts and hot sunshine. Change the water daily, cutting off a small portion of the stems when doing so.

House of Flowers

Phone 116 Mount Vernon.
Proctor Building

A great deal of good advertising can be done in the form of helpful hints like this. The readers of the paper will naturally assume that the advertiser who puts out copy of this kind will be glad to be of assistance in any other way. It helps to establish a feeling of confidence which is a real asset. Comparatively few florists appreciate this phase of advertising, but it is well worth considering, although, of course, not to be carried too far. There are times and occasions when it is imperative to set forth the specific articles which are for sale, with the price, as has often been stated in these articles, but for a dull season when the chief aim is to keep the name of the advertisers before the public, copy like this is to be highly considered.

Several changes are being made in the store of C. B. Thompson Co. of Louisville, Ky. Especially noticeable improvements are the new windows which have been added.

Mr. John Klaus, a well known greenhouse man at Greenwood, Mo., was recently married to Miss Wally Bauer.

It is understood that the Cottage Gardens Flower Co., of Eureka, Cal., has been purchased by Mr. P. F. Rosalia.

The Lord & Burnham Co. have completed a new greenhouse for W. W. Walker, at St. Catharines, Ont., and the house has been filled with 5,000 carnations and 5,000 chrysanthemums.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

The unusual season has been as troublesome to the rose grower as to the peony grower, and has interfered greatly with the success of both the shows and the rose field days. It seems especially unfortunate that the flowers were not further along when the rose growers gathered at Hartford for the feast of bloom always to be found there. Still there is one consolation. The display at the rose gardens is not confined to one or two days, as is that of the shows, so that rosarians who are sufficiently enthusiastic to make a second pilgrimage can enjoy the exhibit. And certainly the Hartford garden is well worth seeing, not only because of the innumerable varieties shown, but also for the excellent arrangement. It is not surprising, in view of the success achieved by the garden at Hartford, that other nearby cities should become imbued with the hope of securing a similar show place for themselves.

The New Haven Horticultural Society is actively putting forth a proposition looking to the establishment of a rose garden in that city, both as a business advantage and a contribution to the city's attractive appearance. The society has some figures which perhaps will be interesting to other cities where similar projects are being contemplated. It is found, for example, that only \$2,000 was spent in starting the garden at Elizabeth Park, in Hartford, which was the first public rose garden in the country. The date was 1904. Account was kept of the visitors to this garden, and it appears that over 800,000 people have entered its gates since they first opened. In one year 116,000 visitors were registered. On two so-called Rose Sundays one-tenth of the automobiles bore other than Connecticut markers, and 10,000 people from out of the state were attracted to Hartford.

It is considered that \$3,000 would be enough to begin a rose garden of fair proportion in New Haven, and that this money would soon come back to the city as a result of the visits from out-of-town people. Certainly a municipal rose garden properly cared for is an excellent piece of advertising for any city. The very fact that roses are associated with a town does much to give it standing in the public estimation. The city of Portland, Oregon, is a good example of this truth. Portland has won for itself the name of

the City of Roses and such a name inevitably carries a pleasing impression.

It seems to me that the Foxgloves have bloomed unusually well this season. In some of the gardens around Boston they are now a source of great delight. I sometimes think that the average amateur does not make sufficient use of the *Digitalis*, for one reason or another. It is a very stately plant and with the exception of Larkspur nothing makes a finer show in

the perennial border. Although called old fashioned, they fit in with almost any landscape scheme, and their wholesome, clean appearance recommends them.

It is difficult to explain why the name Foxglove was ever given to this plant, for it takes a very long stretch of the imagination to conceive of fox's wearing gloves, in any case, and even if they did, of utilizing anything so small. Some people, in fact, think that the name has no reference to the fox in truth, but is really a corruption of folk, having in mind the fairies or "Little Folk," as they are often called.

In case you have a shady corner in your garden where it is difficult to get most plants to grow, try planting a clump of Foxgloves there.



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AS MR. ENGELMAN SEES US

British Carnation Grower Writes About Conditions in the United States

The many florists in this country who were so fortunate as to meet Mr. C. Engelmann, the famous carnation grower of Saffron Walden, England, on the occasion of his recent visit to the United States will naturally be very much interested to see what he has to say about conditions which he found here and about the people in the trade with whom he came in contact. The following articles from the current issue of the Carnation Year Book issued by the British Carnation Society is therefore published in full:

It is well known that the true Perpetual Flowering Carnations were introduced into this country from the United States, and from here found their way to the rest of Europe and many other parts of the world.

It must be 16 years ago, when I saw the glorious "Enchantress" exhibited by Mr. Dutton at the old Temple Show, and fell in love with it at first sight. Many British growers have since taken up the cultivation of the American Carnation, and dozens, aye, hundreds of British-raised varieties have been introduced, many of these, according to the raiser, are far superior to "Enchantress." Where are they all today? Well—De mortuis nil nisi bonum, so let them rest in peace. The sad fact is

that even now, probably 75 per cent of all the carnation blooms we see in the florists' shops, or in the flower markets of this country are still American varieties. However, there is another and more pleasing aspect, namely, 75 per cent or more of the plants we meet with in private gardens are of British origin. The reason for this state of affairs is this: The American raiser caters solely for the commercial grower, the British raiser mainly for the private grower.

The American raiser will often sell as many as 100,000 plants of a novelty which has caught on during the first season, whereas the British raiser may not sell 1,000 in the same period. The American novelty is, consequently, rarely placed on the market until about the fifth or sixth year after the first plant of the new variety was raised from seed, while British varieties have even been sent forth to charm, or otherwise, the buying public, during the second year of their existence.

The natural consequence of all this—and we on this side may just as well confess it—is, the American raised novelties have, on the whole, up to now, been less disappointing than the British ones. I do not for one moment believe that raisers on this side have ever placed anything on the market which they considered inferior to existing varieties, but I am certain

that it is impossible to judge a variety sufficiently to justify its being disseminated before it has been at least three or four seasons in the raiser's hands. Even after that it will frequently prove disappointing, as I have discovered more than once to my cost.

Another point in favor of the principal American raisers is the long experience they have had in the art of hybridising. Mr. Dorner told the writer that he, and his father before him, had been raising carnation novelties for 32 years, and a careful record has been kept of all the crosses. It is no wonder then that some of their latest productions have considerably raised the standard. It is the opinion of the majority of the carnation growers in the U. S. A. that their new variety "Laddie," with blooms up to four and one-half inches in diameter, and stems up to three feet long, has opened a new era in the carnation world. Certainly nothing has been put into commerce to approach this grand variety since "Enchantress" made its appearance. I have seen others of this "Laddie" type which are coming along, and which are destined speedily to find a place in the sun.

The method of growing carnations is

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Aristocrats of the Garden. Willson	5.00
Bailey's Cyclopaedia of Horticulture, 6 volumes	42.00

practically the same with all our American friends, whether they are private or commercial growers. Pot culture is non-existent, at least, I have never seen a carnation in anything larger than a two-inch pot on the other side of the Atlantic. The cuttings are rooted from December to February: now and then a grower may commence earlier or keep on later. As soon as rooted the cuttings are transferred to two-inch pots or boxes or benches. The earlier rooted carnations are again transplanted into benches or boxes. As soon as the weather permits, which, according to the latitude, may be anywhere from April 1 to May 15, the carnations are planted out into the open. Here they are well cultivated and frequently hoed. Watering, however, is avoided unless the season is extraordinarily dry. The plants are kept well pinched, and by the time they are planted into the houses, which is from about July 1 to August 1, large bushy plants with 20 and more breaks are produced in a favorable season. A carnation will break more freely when planted out in the open than it does when grown under glass.

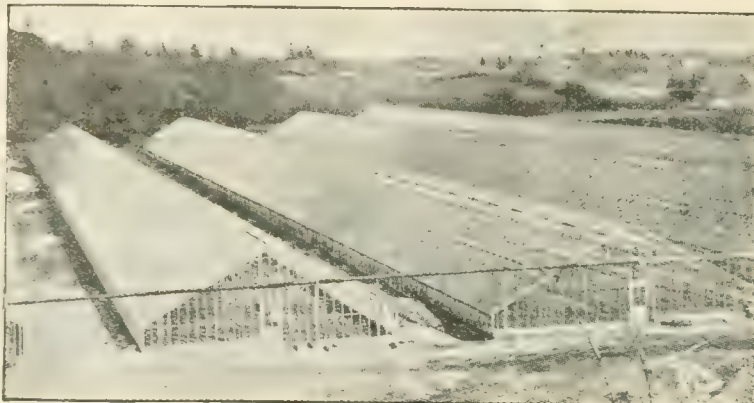
A very limited number of growers cultivate their plants entirely under glass, that is, they plant them into their permanent quarters as early as May. The one advantage of this method is a high grade flower with a long stem can be produced early in the season, whereas the first blooms of the field grown plants are generally rather inferior and short stemmed. In the houses the majority of the carnations are planted on raised benches about three feet high, in four to five inches of rich soil, which latter is prepared during the preceding winter and spring, and frequently contains as much as one-fifth part of well rotted manure. A few growers construct their benches on the ground, the bottom of these is formed by a layer of square drain pipes or hollow bricks. Here and there one also finds the carnations grown on well drained solid beds with sides about 12 inches high.

The distance between the plants is mostly eight inches by ten inches with a few variations according to variety. The carnations are generally supported by one wire ring, and series of wires stretched above them lengthways and string cross-ways. Little or no artificial manure is given before January, from then onward most growers start with small doses, and these are increased and applied more frequently as the spring advances.

Plants are grown during one season only under glass with the occasional exception of new and valuable varie-

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60	10 in.	.90	9.90	77.50
70	8 in.	.75	8.00	61.00

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ties, these are sometimes cut back and kept for the production of cuttings during a second winter.

Before the replanting begins in July all the old soil is removed and fresh soil put into the benches. This, with an outside temperature frequently as much as 90 degrees in the shade, is far from being the most fascinating job in carnation culture, and I have often wondered why in this age of mechanical power, and in the country with the most advanced labor-saving appliances, nothing more wonderful than a wheelbarrow is used in the operation.

The temperature is kept as even as the outside atmospheric conditions will allow, and it seldom varies more than two degrees throughout the winter nights. Most growers favor a night temperature of 48 to 50 degrees during the duldest month and 50 to 52 degrees

during the rest of the winter. By far the most young stock is sold as rooted cuttings direct out of the sand, very few plants change hands from two-inch pots. From July to September quite a considerable trade is done with larger plants lifted from the field.

The labor and coal shortage during 1917 and 1918 checked the carnation industry very considerably, and many carnation houses were either entirely closed down or used for production of other crops, which at that time appeared more necessary or profitable. This temporary set-back is, however, being speedily overcome, and with the introduction and increase of varieties of the "Laddie" type of carnation will soon occupy a higher position among the popular flowers of the United States than it has ever done before.

C. ENGELMANN.

CHARLES E. MEEHAN

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55 and 57 West 26th Street

Telephone No. 755 **NEW YORK**
Farragut**FOXGLOVES**

When we were in Brittany we saw the pink foxgloves growing by the sides of the road as butter-and-eggs and dogbane grow with us.

A year ago in April we planted three hundred foxgloves in our woods. They have not all lived through the winter, but many of them are now in blossom under our pine trees, where they have a beautiful setting. They also come after the moccasin flowers and violets have passed and before the loosestrife, pyrola and pipsisserva have blossomed. There is something about the unexpected blossoming of flowers in the woods which is very beautiful. It is the contrast of color with the trees, the beauty of light and shade reminding us of that fine old saying—"Life has many shadows but the sunshine makes them." Or is it that the flowers which belong in the woods, seem to have a joy of growing there, a fresh delightful spontaneity of growth which we lose in our more formally planted gardens?

We were lately made very happy at Hillcrest by being congratulated by a connoisseur in gardens on the beauty of our wild planting. Fortunately dear old Dame Nature has scattered her flowers all through our woods, we are only adding foxgloves, iris and a few other flowers to their charms while she stands by warning us to plant no flowers in her woods which do not by right belong there and all phlox and hollyhocks are very beautiful but they do not belong in the woods.

M. R. CASE.

Hillcrest Gardens, July 7th, 1920.

NEW CANNAS.

Public notice is hereby given that the Conard & Jones Company, West Grove, Pa., submits for registration the new cannas here mentioned:

Statue of Liberty: Parentage, Maid of Orleans × Orchid flowering variety. Height 6 to 7 feet, foliage bronze, leaves half as large again as its nearest rival, and of a rich, luxuriant, ebony shade, flower of orchid type, blazing flame-red in color. The flowers are of large size and good form. The effect is massive and impressive.

Candelabra: Parentage, Firebird seedling × seedling. Height 5 feet, five to seven flower branches on each stock at one time is the average made on stock produced in originator's nurseries this year, and every single branch ablaze with a torch-like flame of fiery orange-scarlet bloom. The branches are erect and sturdy; the foliage is rich green, and very vigorous.

American Beauty: Parentage, Firebird seedling × Olympic. Height 5



Be sure and get Meyer Threads and take no other.

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We manufacture all our
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Fresh Cut Decorative Evergreens

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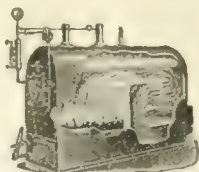
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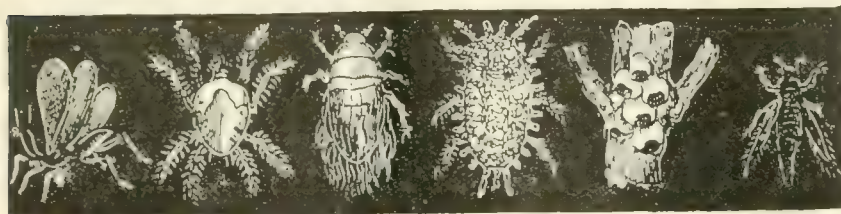
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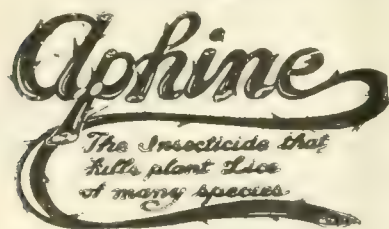
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in which Hawthorns in this climate cannot furnish either flowers or fruit. In the tropics some trees produce flowers almost continuously during the year, but in cold countries like New England no other group of plants has such a long season of flowers except the Viburnums, and none of the Viburnums retain their fruit into the winter.

When in bloom some of the American Hawthorns are objects of great beauty, and only the fruit of some Crabapples is more conspicuous than that of the large-fruited Hawthorns. As they grow naturally over a large part of Eastern North America and more sparingly in the West there are few parts of this country or Canada where some of the species cannot be successfully grown. All the Thorns thrive in cultivation and respond to a generous treatment with larger size, more tree-like habit and handsomer foliage and fruit.

Crataegus Phænopyrum, which appears at the head of this paragraph, the Washington Thorn, cultivated perhaps more frequently 75 years ago than at present, is a slender tree growing under favorable conditions to a height of 25 or 30 feet; the leaves are nearly triangular in shape, not more than two inches long and an inch and a half wide, and are dull green; in the autumn they turn bright scarlet. The flowers are creamy white, smaller than those of most Hawthorns, and are arranged in small compact clusters. Few if any of the American species have less attractive flowers. The fruit, too, is small, barely more than a quarter of liberal response to this appeal now, when we are compelled just to mark time, but with confidence that the trade will make an immediate advance possible, and, necessarily, profitable. an inch in diameter; and the Washington Thorn owes its value as a garden plant to the brilliancy of its autumn foliage and to the beauty of its abundant fruits long persistent on the branches.

In earlier days of American gardens Crataegus Phænopyrum was much used as a hedge plant.

feet. Velvety oriental carmine or translucent cerise; soft green foliage. Practically every stalk produces two heads of bloom, and some four.

Any person objecting to these registrations, or to the use of the proposed names, is requested to communicate with the Secretary at once. Failing to receive objection to the registrations, the same will be made three weeks from this date.

JOHN YOUNG, Secy.

ARNOLD ARBORETUM NOTES.

Crataegus Phænopyrum or Cordata is in flower this week. Hawthorns begin to flower in the Arboretum before the first of May and they have been flowering here almost continuously ever since. In a month some of the species will begin to ripen their fruit, and on others fruit little shrivelled or discolored by the winter will still be on the branches in April. There are not therefore many weeks in the year

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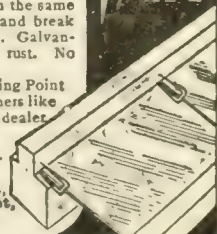
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JULY 24, 1920

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Mr. Kohout is right. We shall most certainly need all the publicity we can get in the near future. We need it now. We need it to keep in effect the great benefit we have derived from our work of the past two years and more. The result we have accomplished cannot stand for permanence unless kept continually freshened by further effort. We all of us have surely in mind a few of the great advertising campaigns in recent years, which, with the commodities advertised, are now mere memories. Their great results petered out because having been obtained it was thought they would stand unsupported.

Were we to cease in our efforts to keep "Say it with Flowers" before the public, the slogan would quickly be forgotten. We should be unjust to ourselves if such a thing should happen. The impression we have made already is worth considerably more than a few paltry dollars to every florist in the land. A florist cheerfully pays his insurance bills to protect him against losses by fire or other destructive agent, and when he contributes to our Campaign Fund, he should feel that he is protecting his business against dry rot—which he really is, with the cooperation of the best of his brother florists.

Our Committee will meet in Cleveland next month, during the Convention of our Society, and a session of the Convention will be set apart mainly for the discussion of matters in connection with the Campaign. Is your name on the list of contributors to be presented at that meeting? If not, don't you think it ought to be? Why not help to make the "thankless job" Mr. Kohout refers to one of pleasure? The Committee does not mind the work, or the responsibility

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of the Campaign, but appreciation of their labors shown in a better response to their appeals for funds would be sweet indeed to them. It is not believed that a cooperative publicity campaign for any product was ever promoted and carried on at an expense so small for the wonderful results obtained as our Campaign for publicity for flowers. Many leading experts in publicity are frank enough to tell us this, and to refer to it in public print. With further funds, we can obtain the maximum of our desires, and it is up to the trade to determine whether we shall reach this point or not. The only obstacle in the way is insufficiency of funds, and this is easily removed through a better support of our movement.

JOHN YOUNG, Secy.

43 West 18th Street, New York City.

THE SOCIETY AS A BUSINESS ORGANIZATION

Thirty-six years ago at this time a small group of pioneers in our industry were preparing to hold, in Cincinnati, the first convention of our Society. The convention was held in due course, and was well attended, although the membership during 1885 did not exceed 450. Today it is advancing rapidly toward the 4,000 mark.

But as an organization representing an industry of such magnitude as ours, we ought to be at least 5,000 strong, and even then we should embrace, perhaps, only a quarter of those engaged in the business. Of course, there are men in every profession who are so wrapped up in themselves that they will hold aloof from everything; let us look at them as something we do not want to be. Every "live" florist ought to be a member of the S. A. F. and O. H. The dues, \$5.00 per year, certainly entail no hardship, and it should be a pleasure to be able to pay them for a partnership in such an organization.

The Society has done lots of good, and prevented lots of harm. It is the "Spokesman" of the industry, and recognized as such, and its members share in the recognition. It should be a matter of pride with any florist to become a member. As President John Thorpe said in his address at the first convention, "Just think of an industry of such magnitude without a voice or a word in its own interest." That contingency is passed. We have a grand and glorious organization, whose voice is heard whenever there is occasion to lift it, and whose representative qualification is unquestioned.

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cent alliance. Our prime object is to foster the interests of the trade at large. Every florist shares in these interests, therefore should join with us. If you are not already a member, why not send in your application to the Secretary, addressed to the Society's own offices, 43 West 18th street, New York, and if you can break away from your business cares for a few days, why not attend our thirty-sixth convention at Cleveland, August 17, 18 and 19? You will feel better for it.

A. L. MILLER, Pres.
Jamaica, N. Y.

BRECK & SONS OUTING

The annual outing of the Mutual Benefit Association of the employees of Joseph Breck & Sons Corporation of Boston was held last Saturday on the grounds of the Breck-Robinson Company at Lexington.

A baseball game between the men of the seed department of the firm and those employed at the nursery was the main feature of the outing.

The teams ran even until the fifth inning, when the seed men got two runs and held this lead for an inning. The following innings saw much batting and scoring, the nurserymen winning out by a score of 11 to 5.

A collation was served on the shores of the duck pond. The guests of the party were Charles H. Breck Jr., Charles H. Breck 3rd and Thomas J. Grey. A letter was read from Charles H. Breck senior member of the firm, who on account of illness could not be with the party. Alexander J. M. Joiner, president of the association, Miss Henrietta L. Riley, secretary, and Sheldon Robinson of the Breck-Robinson Company had the affair in charge.

PRIMULA

OBCONICA

CHINENSIS

MALACOIDES

OBCONICA, Separate colors or mixed

CHINENSIS MIXED. 2 1/4 inch pots, \$7 per 100; \$60 per 1,000.

Ready Now. Raised from Selected Seed

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BOSTON, MASS.

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George Watson's Corner

"You in your small corner and me in mine."

They say that Arthur Niessen read my story about the crow of Ancient Hindustan, and that he did not quite get the point that old Laghupatanaki, the crow was trying to inculcate to us two-legged creatures. And that he was still meditating on it one morning on a visit to Kennett square, that quiet and peaceful Quaker country—revered as the home of Bayard Taylor—when a dog rushed out and bit him on the leg. This brought him to earth in a hurry, and he then realized that Laghupatanaki was right about it and that us humans never can tell until after the event. Even the stupidity of the iris, which so worries Brother Sturtevant at times, can be explained if the ancient wisdom of Dhoorjatee, the god of prudence and policy, be wisely followed. For as Damanakka, the dog, said to his master, the lion: "It should not be suspected of one whose life has been spent in noble deeds that his reason is lost when he is only involved in trouble. A fire may be overturned, but its flame will never descend."

Now that we have a few leisure minutes from the rush of business in the flower market the boys have a chance to get together and have some fun. There was a lively ball game on the afternoon of the 16th between the boys of the Pennock Company market and a team composed of boys from other wholesale and retail establish-

ments. It was a good game while it lasted, but it had to be called in the fourth inning on account of rain. The score at that time stood 16-3 in favor of the Pennocks. The line-up was as follows:

Pennock

Daughbon, 3b

Swan, c

Kilgallon, 2b

Cox, 1b

Capstick, p

Gaul, lf

Culbertson, cf

Kennedy, ss

Jamison, rf

R. & W.

p, Bradley

c, Duffy

1b, McFadden

2b, West

3b, Reilley

lf, Rudy

cf, Anegle

ss, Opitz

cf, Deutscher

rf Butler,

John Habermehl is summering at the shore, his address being The Creston, Montpelier Ave., Atlantic City. He attends to business daily in Philadelphia, arriving every morning at eight o'clock. He was reported on the 13th inst. as on the sick list and confined to his room. We trust it is nothing serious.

William Moore, late with C. E. Meehan, succeeds Martin Gannon as manager of the Alfred M. Campbell store, 1512 Sansom street. Mr. Gannon is rumored to have taken over the Doyle retail store in Kensington.

Robert Craig has been under the weather the past few weeks and is taking things easy. He thinks Mr. Therkildson would make an excellent secretary of agriculture.

Our own opinion coincides with that idea but there are many among us who think that we ought to go even further and run him for president. The ticket which they suggest along

with Mr. Therkildson will no doubt meet with universal approval in trade circles.

Paul Huebner is a big mogul these days. Spends week ends on million-aire yachts around Barnegat and Atlantic City. Its a great thing to know men like Louis H. Eisenlohr, and the Wideners, and the Elkins, and people like that! Next year Paul says he will spend on the California Coast. It makes us common folks feel a little envious but there is one good thing about it—Paul deserves it all. He is one of Natures Noblemen.

NEW YORK TO CLEVELAND.

The transportation committee of the New York Florists' Club has sent us a copy of the booklet mailed out to club members and others as a means of gathering a representative party from New York and vicinity for the coming S. A. F. & O. H. Convention at Cleveland, August 17, 18 and 19. Particulars on how the party will travel and the prospects of both a profitable and enjoyable time for those who will make up the party have been set forth in a most inviting manner.

For the reason that it is impossible to make personal calls on all those who propose to attend the Convention, and a good sized party is expected, it is hoped that the invitation in the booklet will meet with a quick response.

The desire of the committee to know of your reservations as early as possible is necessary so that arrangements may be made with the Lackawanna Railroad for sufficient accommodation.

Reservations are to be sent to the secretary of the transportation committee, C. Lowther, Box 100 Times Square Station, New York City.

HORTICULTURE

Vol. XXXII

JULY 24, 1920

No. 4

THE TALK OF THE TRADE

The prices which are being realized at present for giganteum lilies are not satisfactory to the grower and we can only hope for a change very soon for the better. Ten, twelve and fifteen cents per bloom will not pay a margin over the price which the growers have had to pay for their bulbs. Cold storage lilies now of 7-9 size will have to do well to average better than two flowers, and when the loss of poor bulbs and everything else which must be figured is taken out, there is a loss instead of a profit on the whole transaction. Retailers can well afford to pay a fair price for lilies. They fill up quickly in all work, make a good showing and are certainly away below their value when they are sold as low as twelve and fifteen cents.

Of course conditions in the market at present are not favorable to any crop, no matter what the quality may be, but it is a pity that such fine stock of salpiglossis for instance should go without buyers. I have seen beautiful stock in both the Boston and Philadelphia markets go at ridiculously low prices, and this of course applies to other annuals, but I was tempted to mention salpiglossis particularly as the quality has been above what I have seen in any other season. It is a flower which can be used nicely in many ways and is generally satisfactory.

I was sorry to see at the Budlong range that they are having trouble with what I call a rose beetle. I don't know the correct name but it causes a great deal of damage and is a serious proposition for anyone to overcome. I understand that this has shown up in various parts of the country, particularly in the Middle West and around Philadelphia. Spraying with various poisons seems to be the better way of checking it. On the Budlong place it has shown up only on one range which is well separated from all the others, and they hope to keep it

confined to this range until they can get it under control.

This insect has a habit of eating out the eyes, also working on the foliage. From investigations, they now think that it is the same as the strawberry beetle and they are experimenting with strawberry plants set at intervals through the houses, and results up to now are very encouraging. If they can trace it to this particular plant as its favorite food, the fight will be simplified. Rose growers will all watch with interest further results.

What is the matter with the sweet pea stock grown around Boston? Going through our markets you will find nothing but a lot of inferior quality. As I came through the markets this past week I don't remember seeing one lot of really good sweet peas. This was evidenced again at the Sweet Pea Show at Horticultural Hall, Boston, last Saturday and Sunday. Philadelphia came forward with some excellent stock. Such people as Burton and Burpee of Philadelphia and Mrs. Riddle of Glen Riddle, Pa., came into Boston with wonderfully good quality, and I can't understand why good stock can't be grown around here. We have had a cold, late, wet spring which we have always supposed would be just the very best growing conditions for sweet peas. I am sure I can't account for it.



Secretary John Watson

Just about a year ago at this time, William Sim of Cliftondale had his carnation houses planted and stock further advanced than any we knew of anywhere in the East. This year he is again well ahead with not more than two houses left to plant, and these will be finished inside of ten days. This represents a housing of 175,000 plants. The early-planted stock is well advanced, in fact some of them are now setting buds, and from one end to the other this place is in the pink of condition.

Mr. Sim's method of handling young stock from the potting bench to the planting time is worthy of every carnation grower's attention. A comparison of plants in the benches now handled under different methods is very interesting. Some stock was taken from the sand, placed in flats and from these planted into the field, while he has handled other blocks by taking right from the sand and planting into soil in beds and from there planting into the benches in the houses for winter flowering. There is no question at all from his experience and from what one may observe in these houses that the plants which have gone through this system of indoor culture are well in advance of those which were flatted and then placed in the field. Of course this is only advisable in a case where early planting is possible, but Mr. Sim believes thoroughly in early planting and results tend to prove that he is right.

It is also worthy of note that he uses a greater depth of soil than the average carnation grower; in many cases twelve inches, and he does not change this soil each year but takes out only enough to make room for well-rotted stable manure which is spaded in as thoroughly as possible.

Three seedlings have been under observation during the past season, namely Kiltie, Gay Gordon and Romeo; the first two variegated sorts and the latter about the shade of Mrs. C. W. Ward. The habit of growth is very vigorous, and a fair trial this year may result in one or more of these being put upon the market.

Pot plants for the coming winter at the Leominster Floral Co. are showing up in fine shape at this time. A fine

block of cyclamen are coming along and took the best of anything on this place, while a lot of Cincinnati and Melior begonias in 3½ inch pots are in fine shape. Plans are laid for a good supply of begonias, cyclamen, primula, cineraria, hydrangea and rambler roses. This range is located in a section of the country which is sure to be able to take good care of that trade which comes from the north and west of Boston. Their shipping conditions, are ideal, and Robert Edgar, the head of the firm, is a grower who can finish stock in just the right shape for commercial purposes.

While the annual convention of the Tennessee State Florists' Association was held away back in February, the printed proceedings have just come to hand, but one cannot read this book without being impressed with the wealth of good stuff that was handed out at that meeting. Take for instance the paper read by S. S. Skidelsky, "Our Credit System; its Uses and Abuses." This is full of good points and must be interesting to everyone in the trade. Mr. Skidelsky of course has been in a position for many years where he has been in close touch with the florists of all grades and conditions all over the country. Like many who are in a position to judge of credit conditions, he has found that there is a marked improvement. Terms of sale are more closely adhered to, and a more pleasant connection between buyer and seller is evident in all directions. Mr. Skidelsky says, "Credit is a privilege that is not to be despised by any business man, no matter how conservative in his enterprises or how determined to steer clear of debt." It is very evident that the seller and buyer have come to a much better understanding and a more solid basis of doing business. We quote Mr. Skidelsky's way of expressing that point, as follows: "If credit is a privilege, that privilege must not be abused."

Besides Mr. Skidelsky's paper, there were other very interesting ones, including the Florists' Business of Today, by George Asmus; Local Publicity, by Z. D. Blackistone; and two very interesting papers on Office Management and Collections by W. Cleveland Johnson and Robert E. Mapes of Knoxville. It is seldom that one can find more solid matter to think over put into two days than was given to the members at this convention. Such meetings tend strongly to benefit the trade in all directions, and the Southland is certainly not one bit behind any other part of the country; in fact, I believe that we can look to them for many good points.

When I read the article headed "The Perpetual Carnation" in HORTICULTURE of July 17th, and came to that paragraph which I quote, "American raisers have studied size of flower, and to their own crude idea, color, but chiefly habit of plant has been their aim and success. They are fast losing the delicious old clove perfume which one would expect from the descendants of the gilliflower," I stopped short and tried to see how this statement could be justified. The American raisers have studied the size of flower, but what does Mr. Cook mean by our "crude idea" of color, and how does it happen that Mr. Engelman, the famous carnation grower of Saffron Walden, England, says in his article in the same issue, "The sad fact is that even now, probably 75 per cent of all the carnation blooms we see in the florists' shops or in the flower markets of this country are still American varieties." It can't be possible that that is only because of habit of plant and size of flower. We know very well that the American hybridizers have studied habit of plant and have succeeded in improving it greatly, but is it true that we are "fast losing the delicious old clove perfume?" What about Matchless, Benora, in fact any number of our American varieties, and last, but a very important one, Laddie?

When Laddie was young and just coming on to the market in quantity, one heard occasionally the statement that it was a very shy bloomer and had no fragrance. It has been demonstrated that neither point is true. I remember well the last day of the carnation show in Chicago this past winter that Sam Goddard called the attention of several growers who were standing around the tables and admiring this wonderful carnation to the fragrance of Laddie. There were quite a number of vases that had been there from the beginning of the show, and those from Boston, Biddeford and Philadelphia had made long trips, but besides the wonderful keeping qualities, the fragrance was all that could be desired. No one can say that this wonderful carnation hasn't fragrance, and that holds true of any number of our leading commercial varieties.

Another variety that showed up fine at this show with plenty of fragrance was Morning Glow; in fact, the majority of our commercial varieties are rich with fragrance. Possibly these American varieties do not show up so strongly on this particular point when grown on the other side of the water, but our English friends must not think that we have forgotten fragrance and know nothing about color as we see it on this side.

New Violet "Duchess"

This is a great improvement on Princess of Wales—Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

It will pay you to go in for DUCHESS. And DO IT NOW—before this fine lot is all grabbed up. We offer Large field grown clumps of DUCHESS, and the other two as follows:

	100	1000
DUCHESS	\$15.00	\$120.00
LADY CAMPBELL	12.00	100.00
PRINCESS OF WALES ..	10.00	95.00

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Cyclamen Seed

MICHELL'S GIANT SHOW

	100	1000
	Seeds	Seeds
Bright Red	\$2.00	\$16.00
Dark Blood Red	2.00	16.00
Glory of Wandsbek, Salmon red	2.00	16.00
Perle of Zeltendorf, Salmon pink	2.00	16.00
Pure White	2.00	16.00
Rose of Marienthal, bright pink	2.00	16.00
White with Carmine Eye ..	2.00	16.00
Mixed Colors	1.50	12.50

MICHELL'S LARGE FLOWERING

	100	1000
	Seeds	Seeds
Duke of Connaught, crimson	\$1.50	\$12.50
Excelsior, white, with red base	1.50	12.50
Grandiflora Alba, white ..	1.50	12.50
Princess of Wales, pink ..	1.50	12.50
Salmon Queen, salmon pink	1.50	12.50
St. George, delicate salmon	1.50	12.50
Mixed, all colors	1.25	10.00

PANSY SEED

Michell's Giant Exhibition Mixed

A giant strain which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c.; tr. pkt., 50c.; ½ oz., \$1.25; \$2.00 per ¼ oz.; per oz., \$7.00.

Giant Trimardean Mixed, large flowering, choice colors, Tr. pkt., 30c.; \$2.50 per oz.

Also Giant Prize and Regular Strains Pansies, Daisy, Myosotis, Cineraria, Primula, and all other Seasonable Seeds, Bulbs and Supplies.

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MICHELL'S SEED HOUSE
516-518 Market Street Phila., Pa.

Edward Johnson, an aged florist, of 852 East 29th St., Brooklyn, N. Y. was recently badly beaten by a burglar who entered his house and whom he attempted to subdue with a rifle. Mrs. Johnson who sought to assist her husband, received a blow which fractured her skull, and caused her death.

RAISING FERNS FROM SPORES

Here and there one finds a grower who is an adept at raising ferns from spores and the following article from Gardening Illustrated, an English paper explains methods which are almost exactly those of the most successful grower in New England.

The most natural, as also the quickest, way of propagating ferns is by spores or seeds. These should be gathered when the capsules containing them begin to take on a brownish appearance. The fronds should then be cut, put into paper bags, and allowed to dry for two or three days, after which the spores should be sown as soon as possible, although most of the spores retain their vitality for a considerable time.

Although ferns may be sown at any season of the year, the early spring is the best, as, if properly treated, seedlings, or the generality of them, raised then, have sufficient time to produce crowns strong enough to stand the following winter. Many ingenious ways of sowing fern-spores have been recommended, but, provided the materials used be of pure quality, either a piece of turfy loam, a piece of fibrous peat, or sometimes a mixture of both, roughly broken, and perfectly free from decomposition of organic matter, is all that is required.

An excellent way of getting rid of vegetable or animal life in the material used for sowing consists in gently pouring the contents of a kettle of boiling water over it. When the soil thus treated has been allowed to cool and drain, it is ready for use, as eggs or larvae of insects, spores of fungi, etc., are, or should be, all destroyed.

The fern spores, which are exceedingly minute, must be scattered on the surface of the prepared soil and covered with either a bell-glass or a sheet of glass and kept in a close, shady place, under a handlight, if possible, but this is not absolutely necessary. There they should remain until the

surface of the pots or pans which contain them becomes covered with a growth of lichen or liverwort appearance. From this singular growth the young ferns ultimately develop, according to the different species, in a space of time usually varying from three to six months from the time of sowing.

During that time the pots or pans in which the spores are sown should be kept in a uniform state of moisture, the watering should be done by partial immersion by standing the pots or pans in water for a few inches, so that the moisture rises to the surface.

When fern-spores germinate freely it is necessary that they should be several times divided, for, if allowed to crowd and overgrow each other in the seed-pan or pot, they are very liable to damp off. They should still be watered by partial immersion, and no water should be applied overhead until they have produced fronds. They should be gradually inured to the air by tilting on one side the glass cover, which may in a short time be removed altogether. Until then it is best to keep the pots or pans at all times well shaded during sunshine, but not in dull weather.

When fronds have made their appearance the seedlings do not require any other shading than that to which the house is usually subjected. When the seedlings have formed a little crown, and are provided with two or three fronds, they should be potted singly or placed in pans or boxes and kept for a time in a somewhat close atmosphere, well shaded, and carefully watered until established.

GENERAL NEWS NOTES

Messrs. Osman and Rosenberg, proprietors of the New Brunswick Nurseries, N. J., recently invited the public to view the 20,000 rose bushes in bloom there. A large number of



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people took advantage of the opportunity.

L. V. Walkely of Hartford, Ct., proprietor of Bell View Farm, has a row of rambler roses extending 200 yards which has excited a great amount of interest this season.

Geo. E. Lindeman, a well known florist of Flint Village, near Fall River, Mass., was recently found dead in bed.

The Hartford, Ct. Florists' Club recently held its annual outing near New London, and all the florist stores in the city closed all day.

"FRANK H. DUNLOP"

We are now catching up with our orders, and now offer for immediate delivery:

5000 F. H. Dunlop, 2½ in. own root, per 1000.....	\$300.00
3000 F. H. Dunlop, 2½ in. grafted, per 1000.....	375.00
5000 Columbia, 2½ in. own root, per 1000.....	150.00
1000 American Beauty, 4 in, own root, per 1000.....	200.00
1100 Hoosier Beauty, 3 in., per 100.....	15.00
300 Maryland, 3 in., per 100.....	15.00

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MADISON

NEW JERSEY

HORTICULTURE

Established by William J. Stewart in 1904

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It is not strange that growers find themselves somewhat agitated every time they see dark clouds rising in the sky indicating the possible approach of a hailstorm. A number of these storms have been experienced in different parts of the country the past week, one of them having swept over New England. This particular storm traveled along a very narrow path but left destruction wherever a greenhouse was even whipped by its tail. And when the owners came to replace the glass they found that it cost them a pretty penny.

We know of one large grower who suffered from the storm but was fortunate enough to have a suitable amount of glass packed away in the cellar. This glass cost him \$1.50 a box when he bought it. It was a fortunate purchase for when he went into the market to get enough extra glass to complete the repairs, he was obliged to pay \$10.50 for it. With such prices prevailing and the labor costing as it does, the setting of new glass is a costly operation. Of course if the grower is a member of the Florists' Hail Association he is not such a heavy loser, but many growers, especially in New England, prefer to take their chances and in the case mentioned there was no insurance to help offset the high price which had to be paid for glass.

It seems to me that we have never known a time when so many well-known florists have remarked that their convenience and inclination would be served very much better if the S. A. F. convention were held at some other season. They complain that they find it difficult to make the train journey to a large city and concentrate on business methods in the month of August. That is the month which is chosen by a large number of florists for their vacation month. To attend the convention they have to leave the woods or the seaside where they are gathering up renewed energy for the next season's business and spend a more or less uncomfortable week in the trains and hotels. Natur-

ally enough the families of these men dislike to have them break into their vacation in this way and their wives do not feel like accompanying them. This season we are informed a number of well-known faces will be missed from the convention at Cleveland for the very reason outlined.

If the conventions were held in October, they say, they would be glad to attend and no doubt would gain much valuable experience and information as a result of doing so. They all recognize the value of the conventions and hope for a large attendance, but state their belief that the cooler month will be welcomed by all hands. This is especially true in the case of members who live a long distance away and have to spend two or three days en route each way.

Of course there is nothing new about this proposition. It has been talked up many a time in the past, and some members have argued for a change to the spring of the year. There are several reasons, though, why fall seems to be more desirable. It is hard for the growers to get away just before Easter, and the Easter date is such a variable one that no regular week could be decided upon as the date for each year.

All in all, the fall seems more suited for a convention of this kind, and October comes after the hot weather is gone, but before the storms of winter interfere with travel. It seems quite possible from what we have heard that the matter of changing the convention date will come up at the coming session in Cleveland.

Now that industries in the cities are shutting down or going on part time, will there be an increasing tendency on the part of young men to seek work in greenhouses or on private estates? The answer to this question will have an important bearing on horticulture. The need of young men in all branches of the business is urgent, and apparently the situation across the water is the same, so that no relief can be expected from that quarter. A writer in the Horticultural Trade Journal of London has the following to say:

"Some time ago I remarked that there seemed to be very few young men coming along to fill the thinning ranks expert propagators and growers of the best classes of plants, and during the past week or so I have had evidence from several different sources that it is a very difficult task to find a man to take a responsible position on a nursery. Of course just now there is similar difficulty in many other trades, for reasons we very well know, but it seems to me that in horticulture we are drifting along without making real effort to remedy matters, and yet there is a good deal that might easily be done.

"What I should like to see is a real Horticultural Trades' Exhibition at which one of the leading features would be competitions with generous awards to nursery workers. Practical demonstrations of grafting, budding and various methods of propagating different classes of plants. Potting competitions, competitions in packing trees, cut flowers, and various other of the nursery hands' skilled tasks would be the sort of thing to make a feature of. With some encouragement of this kind to set up an ideal and strive for it the young fellows in nurseries would attain a proficiency that would abundantly repay all cost of such an undertaking, and the advantage would be mutual to employer and employee when it came to filling an important berth. The man who had proved himself before practical judges to be expert at his particular job would find that proof a valuable asset."

THE ROSE MIDGE

Wm. A. Ross

The purpose of this article is to direct the attention of florists to a serious insect enemy of roses, viz., the Rose Midge, which has within the past few years become established. The midge has been recognized as a rose pest since 1886.

The experience of florists in Ontario and in the United States indicates that this insect, when present, is the most destructive pest with which the rose grower has to contend. Last year in one Ontario greenhouse its depredations caused a loss of \$12,000, and in another \$6,000 to \$7,000.

When abundant, the larvae of the midge—very small whitish maggots—may be found feeding on any succulent part of the rose bush, as, for instance, at the base of the flower buds, within the buds, on the upper side of tender leaves and on leaf petioles. However, the favorite and usual point of attack is on the young shoot in the axil of a leaf petiole. Infested shoots grow crooked and, as a general rule, wither and die. Affected flower buds, when not killed outright, may be so disfigured as to be unsalable.

Fortunately for the florist, the midge remains quiescent in the soil during the winter, when the most profitable crops are grown. Nevertheless, as a Toronto rose grower suggests, the winter crops must suffer as a result of the check the infested plants receive in the summer and fall.

In Mr. Wood's garden at London all hybrid teas and hybrid perpetuals are subject to attack, Mrs. John Laing being the most susceptible. Hybrid Perpetuals, with strong terminal shoots like those of Killarney, are practically immune. All the Polyantha, Bourbons, Hybrid China, Noisette and Wichuraiana roses appear to be immune. In greenhouses Ophelia and Milady roses are by far the most susceptible varieties. Russell, Stanley, Richmond, Shawyer, Hoosier Beauty, Columbia, Sunburst, are attacked to some extent, and here again Killarney appears to be partly immune.

The adult insect is a fragile, two-winged fly, less than one-sixteenth of an inch in length. The female deposits her eggs between the folded leaves of the leaf buds, to some extent in the axils of tender leaves and between the sepals and petals of the blossom buds. Under greenhouse conditions the eggs hatch in about two days. The maggots, as previously stated, feed on the tender tissues of shoots and buds, and become

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mature in from five to seven days. They then drop to the soil, change to the pupal stage, and emerge as adult flies in about six days.

The midge is most abundant and destructive during summer. With the coming of autumn it declines in numbers, and by November wholly disappears from the rose plants. It remains dormant in the soil throughout the cold winter months, and does not reappear again until early March.

The only method of controlling this insect, which has been tested on a commercial scale, and found effective, is: Nicotine fumigation and tobacco dust treatment. Break up the lumps and level the soil to as great an extent as possible. Cover the beds with a coat of tobacco dust, ¼-inch to ½-inch thick. Spray the earth walks with kerosene or kerosene emulsion, fumigate nightly with tobacco smoke until all adult midges disappear.

Kerosene (coal oil), 2 gallons.

Rain water, 1 gallon.

Soap, ½ lb.

Slice the soap, dissolve it in boiling water; pour the kerosene into the hot soap solution and churn the whole vigorously with a syringe or pump for about five minutes until a thick creamy emulsion is produced. For use, dilute with nine parts of water.

George H. McIntyre, formerly in business at Easthampton, Mass., has become representative of S. S. Skidelsky of New York.

Mr. W. F. Ekas has been appointed manager of the Baltimore Wholesale Florists and Nursery Co., to succeed J. L. Towner, who resigned in the spring. For several years Mr. Ekas has been associated with the Leo Neissen Co., and is president of the Baltimore Florists' Club, as well as the state vice-president of the S. A. F.

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Flowers Under Glass

Give plenty of ventilation in the houses where you are growing begonias and primulas. A light shading is a distinct advantage, and you will need to use the hose in order to keep the temperature down. This doesn't mean soaking the plants, however, because you can injure them in that way. Oftentimes all you need to do is simply spray the plants lightly, wetting them down thoroughly at the proper intervals. This applies to most plants. In fact sometimes, and especially in the fern house, it is well to simply wet down the walks instead of getting the plants too thoroughly soaked. Even in a chrysanthemum house it is best not to give too much water and yet to keep the foliage wet down when the weather is hot, and to spray below the benches always helps to create the moist, warm atmosphere in which plants luxuriate.

Remember that the pansy sowing season is now at hand, but don't try to get along with anything but the very best seeds. In growing pansy plants for market everything depends upon the quality of the seeds used.

In starting perennials many growers find it more convenient to use flats than to plant directly in frames. A nice porous soil is needed. Those who have experimented with some of the newer prepared fertilizers find them excellent for perennials. Most seeds such as are likely to be sown now germinate readily, and the seedlings should be transplanted when small. Prick off as soon as you can handle the plants and put them in the cold frame, or if you desire into an open bed or pots.

If you are growing outdoor shrubs be careful to prune back your spiraeas, viburnums, syringas and diervillas as soon as the flowers fade. Newly planted stock growing freely requires good hard pruning.

If you find a sale for pelargoniums in April and May, make cuttings now. If they have plenty of drainage and are not over-watered, they will prove easy to handle.

The large touring car of Charles Uttley, the florist, of Harrisburg, Pa., recently crashed into a porch on Jefferson st. causing some damage.

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MUST ABANDON IMPORTATIONS.

Arnold Arboretum Gives Up Bringing in New Plants at Present.

The fact is being brought home to the public that the drastic rulings of the Federal Horticultural Board at Washington are bound to interfere seriously with the progress of horticulture in this country. The facts which were brought out at the horticultural conference in New York recently are being given wide circulation. The Massachusetts Horticultural Society for example is now sending out bulletins giving in full some of the statements made at that conference. The one by Prof. Charles S. Sargent, Director of the Arnold Arboretum, is of especial importance. This statement is reproduced in full as follows:

The Arnold Arboretum is a museum of living plants in which Harvard University has agreed by contract to grow and display every tree and shrub able to support the New England climate. In order to carry out this contract the University has been importing plants and seeds from other scientific institutions and from commercial nurseries since 1874; and for forty years has been carrying on explorations in all parts of North America and in Japan, China, Korea, Manchuria and Siberia. These explorations have been undertaken for the purpose of introducing into this country trees and other useful plants which had been unknown before the establishment of the Arboretum.

The aim of the Arboretum is to increase the knowledge of trees; its museum of living plants growing in Massachusetts is only one of its methods for accomplishing this purpose. It is interested in increasing the knowledge of plants in all parts of the United States and in all foreign countries. Much of its work of exploration has been undertaken for the purpose of bringing into this country and into Europe trees which can succeed only in the Pacific states, Louisiana, Florida, or the milder parts of Europe. For the Arboretum there is no foreign country.

The Arboretum is not charged with having introduced into this country any serious plant disease or dangerous insect on the many thousand plants which have been imported, often with soil at their roots, from every country of the northern hemisphere, or on any of the millions of seedlings which it has raised and distributed. During its entire existence plants have come to the Arboretum from foreign countries

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except during the autumn and winter of 1919-20. The Arboretum desired to import from Europe a few plants in the autumn of 1919 and received permission from the Federal Horticultural Board to do so on condition that they were sent first to Washington for inspection and disinfection. It was impossible to arrange for the inspection of these plants at Boston; and the Arboretum, having had unfortunate experience with early importations which had been sent to Washington for inspection by agents of the Federal Horticultural Board, has decided to give up entirely importing plants and seeds until some modification is made in the methods of the Horticultural Board. As the Arboretum has been active and successful, especially in the last twenty years, in the introduction of new plants into the United States it is believed that its inability to continue this work will be a serious blow

to horticultural progress in the United States.

The managers of the Arboretum, in common with every intelligent and public-spirited citizen of the United States, believe in the exclusion of plant disease and insects destructive to plants; they believe that the methods and rulings of the Horticultural Board can be modified and improved so that the desired results can be obtained without subjecting imported plants to the dangers and delays which it is impossible for them to escape under the existing regulations and methods of the Federal Horticultural Board. Officers of the government realize that these methods and regulations cause serious delays and the unnecessary destruction of plants, and agree with many importers that these delays and dangers can be reduced by the establishment of inspection stations at ports of entry and by

changes in the list of excluded plants. If such inspection stations could be established more prompt and better service would certainly be obtained. Such changes can only be obtained by the active cooperation of every organization and of every individual in the United States interested in the cultivation of plants; and it should, I believe, be the duty of this Convention to urge the necessity of cooperation with the Department of Agriculture in an attempt to obtain changes in its rulings and methods in regard to the importation of plants on which the future of American horticulture depends.

THE LANCASTER COUNTY FLORISTS' ASSOCIATION

It takes a lot of nerve to prepare for a picnic on St. Swithin's day but this association has plenty of nerve and Thursday, July 15th, was selected as a picnic day in which to entertain our friends and neighbors the Chester County Florists' Association. Every member of both associations was duly invited to attend, and a goodly number accepted the invitation.

The run from the various points in Chester County was made in the early morning hours and the meeting place was Elmer Weaver's whose houses are situated on the Lincoln Highway. Starting from here 10.30 a. m. they were conducted to Avondale Farm the home of B. F. Barr, where they were met by a host of our own members and the day began.

The first procedure was of course a welcome from Mr. and Mrs. Barr followed by a picnic lunch served by the young ladies of the party thus adding the spice and good fellowship needed to get every one acquainted.

A tour of the hundred acre farm was made and the wonderful collection of evergreens, all varieties, all sizes and the acres of them were a revelation to the visitors. One block among the shade trees of some 150,000 Norway Maples just right for the coming fall and spring work were pronounced wonderful.

About 2 p. m. every one piled into automobiles and went to the home of President Buchanan; known as Wheatland and now occupied by our friend and fellow florist (now retired) Geo. B. Willson. The grand old style furniture of Buchanan's time and the home itself and the geniality of mine host Willson helped us spend an hour and a half very pleasantly while St.

Swithins got in his work for the day.

After the rain the next point was Maple Grove where some of the younger members of the party enjoyed the bathing in what is acknowledged as the largest and most complete swimming pool in eastern Pennsylvania. Here the sports were pulled off and the first being one in which the contestants had to eat an egg biscuit and immediately thereafter whistle was won by Mr. A. K. Rohrer and Miss May Brennehan. In the running races prizes were won by Daniel Irwin Herr, Jacob Bare, Ruth Landis and Rosanna Rohrer. In the egg and spoon race Alice Weaver and Lavina Hostetter won the prizes. Nursing bottles fitted with nipples were then passed out and the one who emptied the bottle first won out, in this case being our friend Mr. Thomas Larkin of Chester County who after the November election will be Hon. Thomas Larkin.

The dinner was to have been held at Rocky Springs but through some misunderstanding about fifteen hundred colored people from Coatsville had the use of the grounds and we switched to Penn Square where Mr. McConomy served us an excellent repast, made the more excellent by the beautiful decorations put up by B. F. Barr, Harry K. Rohrer, Willis B. Girvin and Mrs. A. M. Herr. Flowers on an occasion of this kind have no commercial value in the eyes of our Lancaster County growers and they had

plenty of material to work with, Mr. Elmer Weaver alone furnished over a thousand Pilgrim roses and every one of the twenty tables was strewn with these roses.

After the dinner President Willis B. Girvin called on Ex-President Elmer Weaver to act as toastmaster which he did to perfection. The address of welcome was made by Mr. B. F. Barr responded to by Mr. F. Carey of the Chester County Association, followed by brief talks by Mr. S. S. Pennock of Philadelphia, Mr. M. J. Brinton of Christiana, Messrs. Thomas Larkin and Percy J. Barnard of Chester County, Mr. James Brown of Coatesville and Mrs. Albert M. Herr.

The visitors from Chester County were Mr. and Mrs. F. Carey and the Miss Careys, Mr. Thomas Larkin and Mrs. Larkin, Mr. B. J. Passmore and Mrs. Passmore, Mr. Percy J. Bernard and Mrs. Bernard and another Mr. Bernard and wife (whose initials I failed to get), Mr. James Brown and Mrs. Brown, Mr. S. S. Pennock, Mr. Fancourt and Mr. Dennis Connor of Philadelphia and last but not least Mr. T. J. Nolan of King Construction fame.

The committee who arranged for the day were Messrs. B. F. Barr, Harry K. Rohrer, Lemon Landis, Elmer Weaver and Mrs. A. M. Herr and the participants all pronounced the arrangements O. K.

ALBERT M. HERR.

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RAMBLING OBSERVATIONS OF A ROVING GARDENER

I have been interested to note that the new rose, F. R. Grootendorst, has aroused considerable interest at the Rose Test Garden in Minneapolis, and that it is highly thought of there. This is a new type of rose, and judging from the specimens in my own garden, is going to make a worthwhile addition to varieties which are suitable for massing in landscape work and possibly for hedges. This doesn't mean that the rose is not a good one for small gardens, either. It throws an immense number of blooms, and its habits include some of those which characterize its two parents, the baby rambler and *rosa rugosa*.

The flowers are odd because of the curious notched appearance of the petals. I know of no other rose which is marked in just this way. The color is a good red, and one which holds well.

The rose was originated by Grootendorst, in Holland, I understand, but a fair stock now exists in this country. I know that Jackson & Perkins, of Newark, N. Y., have been growing it for a year or two, and Mr. W. R. Pierson tells me that there is quite a field of roses on the A. N. Pierson place at Cromwell, Ct. I understand that the rose is to be catalogued this year, and I have no doubt that it will meet with a wide sale as soon as its peculiar merits are appreciated.

Without much doubt Mr. A. J. Pauls of Palisades Park, N. J., is growing the largest specimen of *Azalea Schlippenbachii* in this country. As a matter of fact, the number of plants of this remarkable rhododendron as yet found in this country is very small. Mr. Pauls' plant, however, is about six feet high and nine feet in diameter. It blooms freely each season and was a picture of remarkable beauty this year. It will be remembered that this is the azalea which has attracted much attention at the Arnold Arboretum, and seeds of which have been distributed to many propagators in this country and abroad by the director, Professor C. S. Sargent, these seeds having been obtained by Professor E. H. Wilson. The plants at the Arboretum, however, are not nearly so large as Mr. Pauls', and neither are those on the Proctor estate at Topsfield.

Azalea Schlippenbachii promises to be one of the most valuable broad

leaved evergreens for American gardens, and especially for New England and other northern states. It blooms early, is remarkably beautiful, and entirely hardy. No doubt it will come into commerce before long, as a number of nurserymen have expressed interest in it. Its name is rather against it, but perhaps a less difficult name will be obtained for popular purposes. The name *Schlippenbachii* was given in honor of a Russian admiral who is also an expert horticulturist.

Climbing roses, as I said last week, are growing rapidly in popular esteem. Somehow they seem to be especially adapted to suburban homes, and I am glad to find that they are being planted in greater variety. There are several distinct classes of climbing roses. Some kinds make a wonderful show in the garden, but are of little value for cutting, while others last quite as well when cut as any bush rose. Two varieties which I find giving the greatest satisfaction to amateurs who grow them are the climbing American Beauty and Dr. Van Fleet. The American Beauty climber is one of the first to bloom, and seems to be hardier than almost any other climbing rose. It goes through the hard winters of Minnesota and other Northern states where almost every other kind is killed back unless taken down and pro-

tected. The blossoms are large and showy, and last well before dropping.

Dr. Van Fleet is among the very best of climbers for cutting. It will last fully a week in the house, and keeps its color much better than out of doors. When it first appears there is no climber and few bush roses to surpass it in sheer beauty of form and delicate shadings.

My *Excelsa* has been very late in opening. In fact it is just showing color when this is being written, the eighth of July. Usually it comes earlier, and I find it one of the best of roses to grow on a post.

I have noticed that *Rubus Odoratus* is making a good show in the Jamaica Plain Parkway in Boston. This is really a delightful shrub and one which is worth more attention in private gardens. Some people, I believe, report having difficulty in growing it, but I cannot understand why, as it seems to be perfectly hardy with me and flowers very freely. It has a tendency to spread like any raspberry, a tendency which must be curbed, although it provides an easy way for getting new plants in abundance. It is a gracefully growing shrub, and handsome even when not in bloom.

Visitors to the Arnold Arboretum have been impressed with the attractive arrangement of climbing vines on the walls. This is a matter which has been given much attention by Prof. C. S. Sargent, the Director, with the result that landscape effects of great beauty have been secured by the use of vines in this way.



Vines on Arnold Arboretum Walls

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A MIDSUMMER RAMBLE

The garden was gay with flowers, but we wanted to go on a ramble, to see the white Japanese iris abloom above the brown waters of the brook. So down we went by the corner of the woods where the stately foxgloves were reaching up against the brown trunks of the pines, and the pyrola was ringing its dainty bells. Here the yellow loosestrife was also in blossom with the flowers growing out from the whorls of the leaves, while by the brook we found the taller variety with its tasselled top. Here also by the brook were the bright red berries of the early blossoming elder and the bountiful blooms of the later kind. A shrub so full of flowers this summer that we feel that it almost compensates for the heavy fall of the winter snows, which wetting down around its roots has brought us this profusion of bloom. Above a gray stonewall the spikes of purple fireweed rose, and the snow white blossoms of the swamp azalea seemed the most beautiful of all. Unless we except the tall feathery blooms of the meadow rose, the hybrids of which in the glaucum and dipterocarpum variety have brought such beautiful tall flowers to our gardens.

The asters or Michaelmas daisies are not yet in blossom, but the daisy fleabane suggests the wealth of beauty which will later come from them. The brown-eyed Susans or rudbeckias are already making glad our fields. Quarantine 37 may keep many flowers from our houses and gardens, but we all like to be good Americans today, so let us take these rambles among the flowers of our woods and fields.

M. R. CASE.

Hillcrest Gardens, July 15, 1926

BUDDING ROSES.

July and August are the two most suitable months for budding. As a rule, neither buds nor stocks are in the best condition until then, while to delay until September often means an indifferent union of bud and stock through the sap not remaining sufficiently active, says a writer in *Gardening Illustrated*. Budding should be done when the bark lifts readily from the stock, and when the bud can be taken from the portion of rose growth easily and cleanly. It often happens that the stocks are dry at the root. A thorough watering will generally have the desired effect in about a couple of weeks. Much of the flow of sap is checked by any pruning away of growth previous to budding. If it is necessary to do this, by all means let it be done a fortnight or so beforehand, as we want a free flow of sap while the bud is setting.

Another too-frequent mistake is using buds that are not even half ripe. The stock is often, also, operated upon in much too young and soft a condition. Both should be in what I may, perhaps, best describe as matured without being ripe, and it is very essential that the bud be matured. More thought should be given to the "seat" or "heel" of the rose bud, which is exposed upon removing the small portion of rose wood covering it after it is taken from the plant. Unless this is prominent and well developed so as to rest upon the exposed wood of the stock it seldom grows, and never makes a really good union. If too forward, the seat or heel will tear out with the portion of rose wood, and leave a hollow and valueless space. If too young, the seat will not have developed, and, of course, is equally unsuitable.

Numerous cases come before me where the operator has cut too deeply into the wood of the stock, and upon

not a few occasions I believe this to have been the sole cause of failure. The cut should never penetrate more than just deep enough to allow of the bark being lifted from the wood, and this should be done with as little disturbance of the glutinous sap as possible. Some few readers may not possess a knife with a properly-constructed handle for lifting the bark readily. Let such shave up a piece of hard wood or bone, and they will find these answer equally well.

Always tie firmly, more especially around the eye or bud, so as to make sure of the seat or germ coming well into contact with the wood.

TRUSTWORTHY TREES

In buying nursery stock the purchaser is utterly at the mercy of the seller. The same is true in the seedman's business. In all commercial activities a reputation for trustworthiness is the most valuable of assets, but for the nurseryman and the seedsmen it is absolutely indispensable. Their goods must be bought on faith and their records must indicate that faith is not misplaced.

The American Association of Nurserymen, which has just been in convention at Chicago, lays great stress on the necessity of selling only perfect stock. "Trustworthy Trees and Plants" is the trade-mark of the association. No misrepresentation of any kind is tolerated. All stock must be advertised under its correct name. Trees and shrubs which may otherwise be up to specifications, but which are too old or which are adapted only for certain soils are not shipped except with due notice of the facts.

Chicanery in the nursery business is peculiarly contemptible because it is so easy. The country's reputable nurserymen, many of whom are located in the near vicinity of Tacoma, are determined to rid their business of unprincipled competitors. This is the day of honest advertising and square dealing, and the nursery interests are wise to keep their reputation unsmirched by the hocus-pocus of any who may hope to derive profit through dishonest dealings.—Tacoma, Wash., Times.

SOME GOOD SHRUBS

A List of Plants Recommended by Prof. C. S. Sargent

Although notes are published year after year in these Bulletins about new or little known shrubs as they flower, the Arboretum is constantly asked for lists of the best new shrubs for northern gardens; and in response to this request it now submits another list of comparatively new plants. The plants in this list are hardy in southern New England and the middle states. The two Rhododendrons, however, cannot be grown in soil impregnated with lime. Several of these plants cannot, unfortunately, be found in American nurseries; they are, however, easily propagated and a demand for them will in time produce a supply. The list contains the names of eighteen of "the best" new shrubs; it might easily be increased to a hundred for there is a large number of new or little known shrubs now growing in the Arboretum which American garden-makers unfortunately neglect. The plants selected today are:—*Hammamelis mollis*, *Prinsepia sinensis*, *Corylopsis Gotoana*, *Amelanchier grandiflora*, *Forsythia intermedia spectabilis*, *Cotoneaster hupehensis*, *C. racemiflora soongorica*, *C. nitens*, *C. multiflora calocarpa*, *Rosa Hugonis*, *Neillia sinensis*, *Rhododendron Schlippenbachii*, *R. japonicum*, *Berberis Vernae*, *Syringa Sweginzowii*, *Spiraea Veitchii*, *Philadelphus purpurescens*, and *Evonymus planipes*.

Like the other Witch Hazels of eastern Asia, *Hammamelis mollis* blooms in the winter and the flowers are not injured by the severe cold to which they are subjected in the Arboretum. This plant has handsome foliage and larger and more brightly colored flowers than the other Witch Hazels, and is invaluable for the decoration of winter gardens. *Prinsepia sinensis* is considered here the best shrub the Arboretum has obtained from Manchuria. It is valuable for its perfect hardiness, the fact that its dark green leaves unfold before those of any other shrub in the Arboretum, with the exception of those of a few Willows, and for its innumerable clear yellow flowers which open before the leaves are fully grown. The stems of this shrub are armed with stout spines and it should make a good hedge plant. *Corylopsis*, which is an Asiatic genus related to the Witch Hazels, has handsome yellow, early spring flowers in drooping clusters which appear before the leaves. There are several Japanese and Chinese species in the Arboretum but only the Japanese *C. Gotoana* has

been uninjured here by the cold of recent years, and it is the only species which can be depended on to flower every year in a Massachusetts garden.

The *Forsythia* of the list is still the handsomest of the varieties of *F. intermedia* which is the general name of the hybrids between *F. suspensa* Fortunei and *F. viridis*. This variety was raised in a Germany nursery and is the handsomest of all the *Forsythias* now known in gardens. *Amelanchier grandiflora* is believed to be a hybrid between the two arborescent species of the eastern United States, *A. canadensis* and *A. laevis*, and is by far the handsomest of the *Amelanchiers* in the large Arboretum collection of these plants. It came here from Europe but what is believed to be the same hybrid has been found in several places in the eastern states.

The four *Cotoneasters* in the list are perhaps the handsomest of the twenty odd species introduced by Wilson from western China. They are all large shrubs of graceful habit, and have white flowers and red fruits with the exception of *C. nitens* which has red flowers and black fruit. In recent years the Arboretum has made few more important introductions for American gardens than the Chinese *Cotoneasters*.

Although no longer a "new plant" *Rosa Hugonis* is included in this list because it is not only the handsomest of the Roses discovered in China during the last quarter of a century, but in the judgment of many persons it is the most beautiful of all Roses with single flowers. Fortunately for American garden-makers the value of this Rose is appreciated by a few American nurserymen from whom it can now be obtained.

The introduction of *Neillia sinensis* made it possible to add to the Arboretum collection a representative of a genus of the Rose Family which had not before been cultivated in the Arboretum. There are now other species of *Neillia* grown here but some of them are not entirely hardy, and others have no particular value as garden plants. *Neillia sinensis*, however, has never been injured by cold, and with its drooping clusters of pink flowers is a handsome plant well worth a place in any garden.

Rhododendron (Azalea) Schlippenbachii is one of the most important introductions of recent years. A native of northern Korea, it grows further north and in a colder country than

any other *Azalea*, with the exception of the *Rhodora*, and there can be little doubt that it can be grown successfully in the open ground much further north in the eastern United States than any of the other Asiatic *Azaleas*. It may be expected, too, to prove hardly further north than the American species with the exception of *Rhodora*. The large pale pink flowers of this *Azalea*, although less showy than those of a few of the other species, are more delicately beautiful than those of any of the *Azaleas* which have proved hardy in the Arboretum. There are a few plants of this *Azalea* large enough to flower in the United States, and many seedlings have been raised here and in Europe during the last two years. Until these are large enough to flower it will probably remain extremely rare.

Rhododendron (Azalea) japonicum cannot be called a new plant for it has been growing in the Arboretum since 1893, but it is such a valuable plant and is still so little known or understood that it can perhaps properly find a place in a list like this. The large, orange or flame-colored flowers make it when in bloom one of the showiest of all the hardy *Azaleas*.

Berberis Vernae has been mentioned in a recent number of these Bulletins; and it is only necessary to repeat what has already been said about it, that it is a hardy plant of exceptionally graceful habit among *Barberries*, with arching and drooping branches from which hang innumerable slender clusters of small yellow flowers followed by small red fruits. *Berberis Vernae* has proved the handsomest of the large number of

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Barberries with deciduous leaves found
by Wilson in western China.

Among the numerous species of Lilacs introduced into gardens from China during recent years *Syringa Sweginzowii* is considered the most beautiful by many persons. It is a tall shrub with slender erect stems which produce every year great quantities of pale rose-colored, fragrant flowers in long rather narrow clusters. It has the merit of being almost the last of the Lilacs in the Arboretum collection to bloom. *Spiraea Veitchii* has the merit, too, of being the last of the white-flowered *Spiraeas* to flower. It is a shrub already 6 or 8 feet tall in the Arboretum, with numerous slender stems and gracefully arching branches which about the first of July are covered from end to end with broad flower-clusters raised on slender erect stems. This *Spiraea* is one of the best of the hardy shrubs discovered by Wilson in western China, and by many persons it is considered the handsomest of the genus as is now represented in the Arboretum.

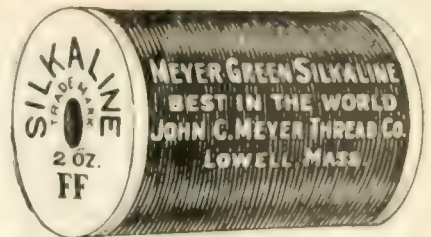
Euonymus planipes is a native of northern Japan and a large shrub with large dark green leaves and the in conspicuous flowers of the genus; and it is only on account of the beauty of its fruit that this plant is included in this list, for the fruit which hangs gracefully on long slender stems is large, crimson, very lustrous and more showy than that of any of the other Burning Bushes in the Arboretum.

ARNOLD ARBORETUM BULLETIN.

EUONYMUS RADICANS

Euonymus radicans is the only evergreen climbing plant really hardy in this climate which can attach itself firmly to stone, brick or concrete walls. There are a number of varieties of this variable plant in cultivation, and the handsomest of them is the broad-leaved form from northern Japan, known as var. *vegetus*. This plant can grow in Massachusetts to the eaves of a tall house and completely clothe its walls with a cover which grows thicker by an annual shortening of the branches, or if a wall is not provided for it to cling to it will grow as a low round-topped dense shrub. Like the other forms of the species it can also be used to cover the ground under trees and shrubs, but as a ground-cover it is improved by occasional clipping.

This variety *vegetus* is now covered with its small yellow-green flowers which will be followed by abundant pink fruit, which adds greatly to the decorative value of this variety which

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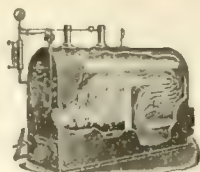
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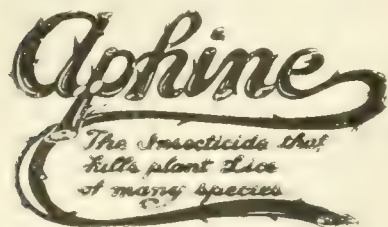
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The owner of the establishment was instantly summoned. Even he quailed before her, but for all that, he backed up his employee's statements.

"Then it's a really remarkable and accommodating plant!" she commented, waxing sarcastic. "My good man, it's both ridiculous and unnatural!"

"That's just it," interrupted the floral expert. "It's an artificial plant."

COMING EVENTS

Cleveland.—S. A. F. and O. H. annual convention, Aug. 17, 18, 19. Sec'y, John Young, 43 W. 18th st., N. Y.

New York.—American Dahlia Society, annual exhibition, Pennsylvania Hotel, Sept. 27, 28, 29. Sec'y, E. C. Vick, 205 Ellwood ave., Newark, N. J.

Indianapolis.—Florists' Telegraph Delivery, annual convention, October (second week). Sec'y, Albert Pochelon, 153 Bates st., Detroit, Mich.

New York.—Chrysanthemum Society of America, annual exhibition, American Institute, Nov. 3, 4, 5. Sec'y, Wm. A. Eagleson, 324 W. 23rd st., N. Y.

Boston.—American Gladiolus Society, annual exhibition, in connection with Massachusetts Gladiolus Society and Massachusetts Horticultural Society, August 14, 15.

is the only form of *E. radicans* which has flowered in the Arboretum. The extreme cold of two recent winters injured the leaves on many plants of this var. vegetus in eastern Massachusetts, but the wood was not hurt and the branches were soon covered with a new crop of leaves.

Miss Annie E. Simmons, representing the Hitchings Co., recently lec-

tured on Greenhouses in the Chamber of Commerce rooms at Lawrence, Mass., the lecture being held in connection with the regular talk by a representative of the Essex County Agricultural School, on Gardens. Miss Simmons illustrated her lecture with a large number of colored slides showing all sorts and varieties of greenhouses, and her remarks were listened to with much interest.



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Translation and Pronunciation of Latin Names In Volume I is inserted a list of between 2,000 and 3,000 Latin words used as species-names of plants, giving the English equivalent or translation and the pronunciation.

Class Articles Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles: Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

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Principles and Practice of Pruning

By M. G. KAINS

Lecturer on Horticulture, Columbia University

Few practices in the handling of plants, especially fruit bearing plants, attract so much interest as do those of pruning. The methods are so varied, the results so diverse, and the opinions of growers so apparently contradictory that this subject is always one of the most interesting, and the surest to hold attention and arouse discussion.

Particularly during the last ten or fifteen years when the principles of plant physiology have been more and more satisfactorily applied to plant production and management has interest settled in pruning. During the latter half of this time also more and more investigations and tests have been conducted by experiment stations and other workers to test out methods and principles in the interest of science and for the benefit of growers. The accumulation of such new knowledge has become very considerable especially in the last decade, but it is necessarily so scattered that very few growers have access to it, hence the demand for a book, which shall present the really important features of these investigations as well as set forth the fundamental principles based upon the laws of plant growth.

This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices. The author has spared neither time nor expense in gathering his photographs, each one of which tells its story.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Mature Trees and Odd Methods of Pruning and Training, Rejuvenating Neglected Trees and Practical Tree Surgery.

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739 Boylston Street

Boston, Mass.

Plant Propagation, Greenhouse and Nursery Practice

By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantsmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of HORTICULTURE at publisher's price, \$2.00.

HORTICULTURE PUBLISHING CO.

739 Boylston Street

Boston, Mass.

HORTICULTURE

Vol. XXXII

JULY 31, 1920

No. 5

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

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We want you to know them. May we send you full descriptions? Your request will bring it.

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FERNS

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Our price list for August is being mailed. We have one for you, if it does not reach you promptly let us know and one will be mailed.

Our pot grown Boston Ferns are in good shape.

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S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN

The correctness of the theory of our Publicity Committee that a good deal of the apathy on the part of many florists toward our Publicity Campaign is not at all intentional is demonstrated frequently through letters arriving at the Secretary's office.

We are sure that the writers of some of these letters will not mind our making them public, especially as they have all along been in sympathy with the work. This week H. E. and C. W. Krebs, florists and vegetable growers of Cedar Rapids, Ia., wrote: "Here-with find our cheque to help the good work along. We more than likely have reaped many benefits from the work of the campaign, and we wanted to send in our contribution a long time ago, but were too busy making the harvest, and when we would think of it, we were not near the cheque book and then when writing cheques, we would not think of it. Reading over a trade paper in our leisure time, the writer noticed your appeal for more funds in order to carry out your plans to their fullest scope, and with guilt on our conscience—that we have reaped the benefits of someone else's time and money—and so as not to go down as one of the florist slackers, we gladly contribute our amount. Doubtless many other florists are just like us, and they will still have to be hammered away at. The campaign is a good thing and we expect to do our part hereafter."

We consider that a heartily good letter, and are glad to publish it because we know that many another florist could conscientiously write along the same lines, and after reading this may do so. We do not believe, and never have believed that florists are purposely withholding support from this glorious movement for the best interests of the trade.

Here is another letter, from F. Fallon, the retail florist of Roanoke, Va "Enclosed find cheque, in sending which I feel as though I am merely paying fare on a very good train, and not making any sort of contribution."

Mr. Fallon hits the nail squarely on the head. He is not really making a "contribution" as that word is generally used and understood, nor is anyone else who has subscribed to the campaign fund. "Paying fare" is a better stating of it—we like it that way.

HYACINTHS TULIPS NARCISSUS CROCUS

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on Application

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SEEDLING FERNS in FLATS, all
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Natural and Green in all sizes—both
domestic and Japanese.

Write for prices stating your require-
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NEW YORK

Come to think of it, very many of our subscribers have objected to the word "contribution" as meaning a subscription to the fund. There is a charitable air about it, indicating a feeling such as a florist has when giving an advertisement to a church publication, a fireman's picnic program, or some other publication which is more or less camouflage for a collection. We have all experienced this. It is not so with our Publicity Campaign. Every florist who subscribes to the campaign fund should feel that he is making an investment, and a good one to. He has both right and reason to expect a profitable return for this investment. Very many florists are enjoying such benefit prior to making the investment, and these we would refer again to the letter of the Krebs firm, with the devout hope that they will take it to heart and follow the good example set.

As this article is written a telegraphic message is received to the effect that the Texas florists at their convention this week raised \$1,000 for the Publicity Fund. Let the good work go on.

The following subscriptions are in addition to those previously announced; annually for four years unless otherwise stated:

W. H. Flye, Woonsocket, R. I.	\$10.00
Wholesale & Retail Florists' Association of Western Pennsylvania, Punxsutawney, Pa. (4 yrs.)	50.00
Joseph Kobout, Libertyville, Ill. (add'l)	50.00
L. M. Smith, Laurel, Del.	10.00
H. E. Mast, Millersburg, O.	5.00
H. Weber & Sons Co., Oakland, Md.	10.00
Schmidt's Flower Shop, Winfield, Kas.	5.00
Louis Vercout, East Hampton, N. Y.	5.00
Fallon Florists, Roanoke, Va. (add'l)	20.00
H. E. & C. W. Krebs, Cedar Rapids, Iowa	10.00
Moss W. Armistead, Inc., Portsmouth, Va.	5.00
Arkansas City Floral Co., Arkansas City (add'l)	10.00

	\$100.00
Previously reported	11,632.20
Total	\$11,732.20

JOHN YOUNG, Secy.

43 West 18th Street,
New York.

In little more than two weeks' time those of us who have decided that it is for our good to attend the convention in Cleveland, August 17, 18 and 19., will be en route to the Convention City.

Many of us, no doubt, will carry with us little problems pertaining to our every day business life which we are unable to solve to our own satisfaction, owing, perhaps to a limited experience, or absence of opportunity in our own neighborhood to get information or advice which might help us in making decisions.

The convention furnishes full and

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Send to the BAY STATE NURSERIES
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THE ST. MARTIN STRAWBERRY
WITH A NEW RECORD
The Newport Horticultural Society has just awarded it First and Second prizes, and a Silver Medal, making seven consecutive years of prize winning for this now famous Strawberry.
Potted plants during August and September at \$5.00 per dozen.
LOUIS GRATON, **Whitman, Mass.**
Originator and Introducer

ample means for the discussion of any subject pertaining to the trade. It is not necessary that a subject be one for presentation on the convention floor; it may concern only the one personally interested in it, and discussions in meeting are confined largely to subjects of general interest.

The floor discussions do not embrace all the informative benefits of the convention, far from it. Our personal problems are matters for discussion with our brother florists whom we meet at this annual gathering, and who are ever ready to detail their experiences, good or bad, along particular lines. A planting may have gone wrong; there may be a doubt as to the advisability of growing a certain product; a difficulty may exist in the way of a profitable marketing; perhaps a heating system is not working well; a method of propagation may be

faulty; insect troubles, disease, fertilizers, plant varieties, all may entail problems on which enlightenment is sought. The numerous little hands always at our convention will be found ready and anxious to help us with such questions, and we most assuredly will get what we seek. At the convention we become one great family, each member striving to help the other when help is needed, and this good fellowship is one of the greatest charms of the gathering.

It may be that many florists who have not yet joined our society do not look upon our organization from this point of view. To all such I would emphasize the fact that we are a brotherhood as well as a business organization, and they can ill afford to hold aloof.
A. L. MILLER, Pres.
Jamaica, New York.

PRIMULA

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CHINENSIS

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OBCONICA, Separate colors or mixed

CHINENSIS MIXED. 2¼ inch pots, \$7 per 100; \$60 per 1,000.

Ready Now. Raised from Selected Seed

CINERARIA, Half Dwarf Mixed, 2¼ inch pots, \$7 per 100; \$60 per 1,000.

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Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

George Watson's Corner

"You in your small corner and me
in mine."

Howard M. Earl, of the Jerome B. Rice Co., writes from London, July 7th, that he has had a busy two months in France and other parts of the Continent, and would finish up on the British field of operations in time to sail for home on the S. S. "Imperator," July 31st. So we may expect him around his old haunts in Philadelphia about mid-August. He has been inspecting crops, and sizing up things new or meritorious; and doing his little bit to keep the old world in touch with the new world, and vice-versa, as becomes the representative of a great firm that is world-wide in its activities for the betterment of horticulture. The public does not hear much about them, as they deal with the trade only, but they are nevertheless a most vital factor. They start things, and the old millwheel from producer to consumer does the rest. The spokes on the wheel are many, and they all deserve their share of credit; but especially the "papa-spoke"—and that one the public, as a rule, knows nothing about, and gives the credit to the nearest one they can see. Which is why, while finding no fault at all with anybody, we like to get a chance now and again, to say, "Hats off, boys, to old 'papa-spoke.'"

Henry L. Renard, of the Burpee Co., is on his way to the Floradale Farms in California to take charge of growing stocks and developing plant specialties. He has been an assistant of

George W. Kerr at Ford Hook for some time past.

Don't say there's no excitement in the flower market in mid-summer. Just let a fire start in a big building in the flower exchange center—no matter if it's only a million dollar rug foundry next door—then you'll see them all go up in the air—and many of them, like Samuel S. Pennock, go up on the roof. The Fritz & La Rue building extended right back from Chestnut to Ranstead and for a while the Leonard & Deutscher place, the Reid place and the Pennock place were all in grave danger. Two firemen were killed and there were eight sent to the hospital. The blaze happened on the 21st inst and caused over half-million damage.

We had the pleasure of a call recently from John H. Slayter, president of the new corporation of A. Leuthy Company of Roslindale, Mass. He is of the younger generation but bears all the ear marks of the good old stock from which he is sprung and which has made Boston floriculturally famous during the past half century. A gentleman, a scholar, a good business man and an all-round good fellow. The old pirate, Antoine, was along, giving John the introductions; but no doubt he will survive that, although it must have been tough at times! Mr. Slayter married one of Bill Edgar's lassies so he has a bit of the sage of Waverley by him to help out. We will all have to be on the quiver these days to get in touch with these bright young men who are taking their fathers' places and we are glad to be able to record a good fitter when we meet one, and John Slayter seems to fit in very well. Good luck to him.

Among the fancy quality gladioli now on sale every morning in the Pennock market, we noted the following on the 23rd inst: Autumn Queen, white and blush, with crimson streak on the lower petal; Halley, soft red; Will-brink, blush; Sunbeam, pure deep yellow; Myrtle, bright rose-pink, a beautiful variety, and one of the best sellers; White Giant. These are only a part of what is arriving daily. Expect to have something to report about other good ones later.

The second game of the series between the Pennock Baseball Team and the picked nine of the Associated Wholesalers was played on the afternoon of July 20, and resulted in a victory for the Wholesalers by the score of 4 to 3 in a game of 11 innings. Cousins distinguished himself in the 11th with a double to centerfield scoring the winning run. Another brilliant play was the catch by Floyd Reid with two on bases, which practically prevented the Pennocks from scoring two runs. The score follows:

	R	H	E
Associated Wholesale Florists.	4	8	2
S. S. Pennock Company.....	3	7	2

GENERAL NEWS NOTES

About fifty persons attended the annual outing of the Scranton, Pa., Florists' Association at Harvey's Lake, July 15th. The trip was made by motor and both lunch and supper were served. The competitive games were postponed on account of rain, but the excellent bathing was taken advantage of by many of the party.

Miss Claire Louise Hodgdon, a former employee of the Belmont Flower Shop, Brockton, and Earl C. Sampson, a world war veteran, were married July 12th, at Plymouth, Mass., where the young couple plan to reside.

HORTICULTURE

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JULY 31, 1920

No. 5

THE TALK OF THE TRADE

Latest advices from California regarding the freesia crop bear out in every way my statement of some weeks ago that this crop would be short. From what I can understand now, it has turned out to be a smaller crop than was to be expected, predictions of as short a supply as 40 to 50 per cent. This of course, means a general hold-up for a short time in the taking of orders at set prices. As it is, advance orders are located and some definite knowledge is obtained as to further supply, new prices to be expected, but everyone is up in the air and orders are taken subject to crop and market price.

Growers who are preparing for crops of sweet pea blooms the coming season are getting started now, and I find that quite a number are considering favorably Australian-grown seed. This is said to produce blooms in a shorter space of time, successful growers finding it possible to cut in six to eight weeks. It is also said that the Australian sweet pea crop besides producing earlier blooms has a longer blooming season and stands the hot sun better.

Mr. H. H. Barrows of Whitman, Mass., has his houses well filled with ferns, and I was mighty well pleased to hear his favorable comments on the new fern *Macawii*. He has a large stock, but is increasing just as fast as he can, and says that it is one of the best ferns that he has ever had anything to do with. He has *Macawii* in all stages, from runners up to six and seven-inch pots, and his houses from one end to the other hold a fine lot of stock, in spite of the handicaps he has gone through in the way of labor. Of course, Mr. Barrows' own fern, *Whitmani*, is always a leader with him and deservedly so. Besides these sorts, he goes heavily into Boston and Teddy, Jr. I am not sure, but he has either discarded *Scottii* or grows very little of it, but he like many other fern growers has come to the conclusion that *Macawii* is hard to beat, is here to stay, and is bound to be one of our leading sorts.

The Shoe and Leather Show held at Mechanics Hall, Boston, last week

would have been a mighty interesting place for any florist to visit. I went without any thought of seeing flowers or decorations of any kind which were natural, but I can tell you that I received a pleasant surprise and I for one feel grateful to Chester I. Campbell for the way the decorations were carried out. One stand after another had either flowers or plants displayed, in fact, I don't remember seeing one stand in the whole show that didn't have a palm, hydrangea, fern, vase of gladioli, roses or some flower; and the general appearance all through the building was very pleasant indeed.

Thousands of gladiolus blooms were used, and great quantities of roses and carnations. Christie Miller rose was strongly in evidence on the night I was there, and it showed up very nicely. At this time of the year, this rose shows up particularly good. At the Style Show, armful after armful of

carnations were thrown out into the audience.

Thomas F. Galvin, Jr., had the florist concession at the show and handled it in a thorough manner. Thomas F. Galvin, Inc., had about 300 plants and many other decorations, including three electric fountains.

Indications at present are not very bright for a heavy crop of violets this coming season, and if the grower can't expect any better prices than he got last season then he is entitled to discard this crop entirely. It is not for me to say who is responsible for these low prices or who can make it possible to get better prices, but if the retailers expect violets and want them for their trade, they certainly are going to be obliged to stand for a higher market than was gone through last year.

Very few, excepting those who have had actual experience in bunching, realize what that item alone means. It is not easily done, is necessarily slow and hard on the eyes, and the labor on this crop, so far as picking and bunching goes, is probably higher than most any other crop of cut flowers. With wages where they are now and have been for some time past, that point alone adds materially to the cost of production.

Rose Frank H. Dunlop is showing up in fine shape from early plantings. To say the least, it is a quick grower, and shows a vigor that promises well for this as a paying variety. There was some fear as to its tendency to mildew, but this trouble showed up mainly on the young plants in small pots, and from personal observation, as soon as the small pots were benched and growing well, they threw off the mildew and jumped right ahead. Here's hoping that it will turn out as well as indications now point.

A visit last week to Halifax Garden Company shows this place fast whacking into shape. Mr. Holmes deserves credit for the good work he has done in the short time that he has been in charge, and it is but a short time now when he will start cutting roses; and the various houses of young stock are in such condition that I believe you will see good crops coming from this place. Carnations and



Burpee's Hybrid Gladioli

chrysanthemums also look in good shape, and he is planning for a good quantity of *Asparagus plumosus* and *sprengeri*, also sweet peas, calendulas and mignonette. The houses and heating system, in fact everything about the place, are being put into first-class condition, and results already show that there has been no time wasted.

I am very glad to note that Mr. John Watson has been reelected secretary of the American Nurserymen's Association. Mr. Watson is very much of a live wire, and has been one of the most active spirits in bringing about a better feeling towards the nurserymen throughout the country. It is not to be disputed that a certain sentiment had grown up in some way, leading to the belief that nurserymen were often inclined to misrepresent their goods and to mislead the public. Of course the majority of nurserymen are striving to carry on their business in the most straight-forward way and without resorting to underhand means. At the same time, a few men in the trade have committed acts which have tended to bring criticism on nurserymen in general. Under the leadership of Mr. Watson, a vigorous campaign has been carried on to bring the recalcitrant nurserymen to terms, and to let the public know that the majority of nurserymen should not be judged by the disgraceful tactics pursued by a few men in the business. Mr. Watson is the kind of man needed as secretary of the Association, and I am very glad that his good work is being appreciated.

I understand that considerable work is to be done right away on the Gae-deke Greenhouses at Nashau, N. H. I am told that the buildings are to be entirely remodeled and brought up to date, making this plant adapted not only for the growing of flowers but for the production of vegetables as well. The plant will be open for business again about Labor Day.

It's a striking and telling pamphlet which the Florists' Club, of New York, is putting out in preparation for the S. A. F. and O. H. convention at Cleveland. The line on the outside cover is certain to attract immediate attention. It is printed in big black letters and reads:

Brush the Cinders Out of Your Whiskers and Pack up the Old Black Bag.

Underneath is a picture of an aged gentleman with a grip who seems to be very much in a hurry, although the stovepipe hat doesn't seem to fit in well with the general conception of a

florist. However, such hats have been seen, even at a florists' convention. Also in the booklet are amusing little thumb sketches and clever arguments following one another with great rapidity, all emphasizing the necessity of making immediate reservations. There are, for example, such observations as these:

"Remember the date, August 16, 10 a. m. That's when the greatest bunch of florists that ever went west together will pull out from New York on Phoebe Snow's own special line. There will be lots of smoke—but not from the engine. It will come from the cigars of your good old friends—boys from Boston, and Philly as well as nearer home!"

If the delegation isn't a big one, it will be owing to no fault on the part of the transportation committee, of which Mr. C. Lowther is secretary.

CEMENT INSTEAD OF GRASS.

A lady in Los Angeles has got her name in nearly all the papers through having devised what she calls a cement lawn. Instead of turf, she has a layer of cement over her yard, with holes cut here and there for trees and shrubs. The cement is painted green and the lady expresses herself as quite satisfied, since there is no longer any watering or moving to be done.

Thus she gets great renown in return for very little ingenuity. All she did was eliminate grass in order to save labor. The same idea is back of the gas fireplace, the bouquet of imitation flowers, the dickey and the celluloid collar. It accounts for the popularity of pills as a short cut to health in place of the more arduous route of physical exertion and sensible diet.

If the main object in life of the Los Angeles lady is to avoid the trouble of mowing and sprinkling a lawn, then she did well to use cement. Most other persons, however, having still a lingering fondness for springy, fresh, green turf, will not object to doing a little extra work, even though lawn mowing does cut down one's spare time for motoring, dancing and bridge whist.

Most really pleasant things require bodily effort for their maintenance. This is particularly true of pleasant things about a house. Cement would free us of a lot of work, if used for all purposes. Cement furniture would not have to be kept polished and free from scratches. Cement floors would require little effort in the upkeep. And so on indefinitely. But how many want to live in a cement world?—*Spokane Spokesman Review*.

New Violet "Duchess"

This is a great improvement on Princess of Wales—Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

It will pay you to go in for DUCHESS. And DO IT NOW—before this fine lot is all grabbed up. We offer Large field grown clumps of DUCHESS, and the other two as follows:

	100	1000
DUCHESS	\$15.00	\$120.00
LADY CAMPBELL	12.00	100.00
PRINCESS OF WALES..	10.00	95.00

C. U. LIGGIT

Wholesale Plantsman
Bulletin Building PHILADELPHIA

MICHELL'S Cyclamen Seed

GIANT SHOW STRAIN

	100 Seeds	1000 Seeds
Bright Red	\$2.00	\$16.00
Dark Blood Red.....	2.00	16.00
Glory of Wandsbek, Salmon red.....	2.00	16.00
Perle of Zellendorf, Salmon pink.....	2.00	16.00
Pure White	2.00	16.00
Rose of Marienthal, bright pink	2.00	16.00
White with Carmine Eye	2.00	16.00
Mixed Colors	1.50	12.50

LARGE FLOWERING STRAIN

	100 Seeds	1000 Seeds
Duke of Connaught, crimson	\$1.50	\$12.50
Excelsior, white, with red base	1.50	12.50
Grandiflora Alba, white..	1.50	12.50
Princess of Wales, pink.	1.50	12.50
Salmon Queen, salmon pink	1.50	12.50
St. George, delicate salmon	1.50	12.50
Mixed, all colors.....	1.25	10.00

MICHELL'S Pansy Seed

Micell's Giant Exhibition Mixed

A giant strain which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c.; tr. pkt., 50c.; ½ oz., \$1.25; \$2.00 per ¼ oz.; per oz., \$7.00.

Giant Trimardeau Mixed, large flowering, choice colors, Tr. pkt., 30c.; \$2.50 per oz.

Also Giant Prize and Regular Strains of Pansies, Daisy, Myosotis, Cineraria, Primula, and all other Seasonable Seeds, Bulbs and Supplies.

WHOLESALE PRICE LIST FREE

MICHELL'S SEED HOUSE

516-518 Market Street Phila., Pa.

President A. M. Henshaw, of the New York Florists' Club, has appointed the following as the club's committee on nominations of officers for 1921: C. B. Weathered, W. A. Manda, Richard Hughes, Max Schling, Emil Schloss, W. H. Siebrecht, Sr., and John Canning.

A SUCCESSFUL PICNIC

Gardeners' and Florists' Club of Boston Holds a Largely Attended Outing

The annual picnic of the Gardeners' and Florists' Club of Boston, at Cunningham Park, July 23, was one of the most largely attended and most successful events of the kind ever held. The day was perfect, being warm enough to suit everybody, and yet not too hot to make the sports enjoyable. Among the 500 people present during the day were several visitors from Maine, Rhode Island, New Hampshire and New York. Refreshments were served, and a long program of sports carried out.

In a baseball game between the private gardeners and commercial florists, the former won by the close score of 3 to 2. The winning team was made up of T. S. Brown, N. Coles, A. Birkmaier, W. J. Iliffe, P. Whyte, Walter Brown, Roger Swan, J. Fred Coles, M. S. Brown.

Norman Craig's team beat Nelson Dartsch's team by 14 to 7, the winning team consisting of Norman Craig, Donald Craig, H. Fisher, W. Swan, J. Barry, C. M. Masson, C. Esty.

One of the most exciting events of the day was the ladies' ball game. The score, after 12 hotly contested innings was 12 to 11. The winning team comprised Misses E. Iliffe, S. Rogers, M. Duguid, I. Eisenhardt, Louise Eisenhardt, F. Woods, A. Brown, O. Brown, F. Taylor.

The winners in the other contests were as follows:

Quoit match—F. Cave, D. Finlayson, T. S. Brown.

75-yard race for girls over 12—Marion Iliffe, Dorothy Woods, Esther Winkler.

50-yard race for boys under 8—Teddie Tincher, Roger Pickthall.

50-yard race for girls under 8—Anna Norberg, Muriel Colby, Mary Quinn.

75-yard race for girls over 10—Margaret Taylor, Dorothy Coles.

75-yard race for boys over 10—John Wyness, Hector Donald, Eric Colby.

50-yard race for girls over 8—Dorothy Methven, Mary Douglas, Helen Ryan.

50-yard race for boys over 8—Gordon Holland, Mario Pederbini, William Donald.

100-yard race for club members 30 years and over—E. F. Norberg, A. G. Bryce, T. S. Brown.

100-yard race for boys over 12—Nelson Bartsch, Walter Swan, Norman Craig.

75-yard race for married ladies—Mrs. D. Kelley, Mrs. J. F. Coles, Mrs. H. F. Ward.

75-yard race for girls 15 years—Alice Broan, Elsie Bartsch, Edith Iliffe.

100-yard race for boys over 15 years—Roger Swan, P. Whyte, Chas. Esty.

100-yard race for club members, handicapped—C. A. Stellburger, Victor Huerlin, W. J. Iliffe.

Flag race for girls under 15—Dorothy Ward, Margaret Peterson, Doris Bartsch.

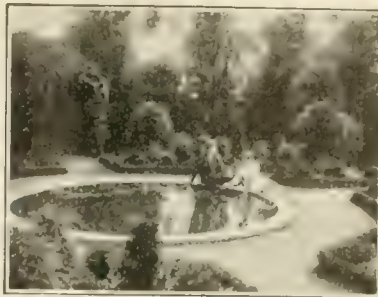
Potato race for boys under 15—Walter Swan, Nelson Bartsch, Donald Craig.

Tug of war—Privates beat commercial gardeners easily. Winning team, J. Donald, A. K. Rogers, M. S. Brown, T. S. Brown, F. Allison, H. A. Abraham, P. Lanigan, P. W. Burke, J. T. Ludwig, A. G. Bryce, J. Methven.

50-yard race for girls under 12, open to members' and friends' children—Linda Rogers, Hilda Smith, Mary Quinn.

50-yard race for boys under 12, open to members' and friends' children—Archie Will, O. Rossi, Warren Murdock.

There will be a summer field meeting at the Market Garden Station in Lexington, Mass., all day Wednesday, August 4. It will offer an excellent opportunity to learn about various experiments being made. Florists will be especially interested in the greenhouses, which have been equipped with oil burners.



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Mr. and Mrs. Vesey, Fort Wayne, Ind.; M. J. Groot, Sluis & Groot, Enkhuizen, Holland; Henry Ercholtz, Waynesboro, Pa.; N. C. Anderson, wife and daughter, Augusta, Ga.

Mr. H. L. Cameron of North Cambridge, Mass., left on July 28 for three months' travel in Europe. While away he expects to visit many horticultural establishments.

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We are now catching up with our orders, and now offer for immediate delivery:

5000 F. H. Dunlop, 2½ in. own root, per 1000	\$300.00
3000 F. H. Dunlop, 2½ in. grafted, per 1000	375.00
5000 Columbia, 2½ in. own root, per 1000	150.00
1000 American Beauty, 4 in. own root, per 1000	200.00
1100 Hoosier Beauty, 3 in., per 100	15.00
300 Maryland, 3 in., per 100	15.00

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NEW JERSEY

HORTICULTURE

Established by William J. Stewart in 1904

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The recent convention of the Pacific coast nurserymen was unique in as much as the leading address was made by a woman, Mrs. Ruth Day. Mrs. Day presented a number of suggestions which were received with interest. Among other things she said:

"The leading things we need to consider are the stabilizing of prices, the raising of quality, the importance of publicity, conservation in growing, and cooperation among ourselves." She declared that nurserymen have a tendency to make some prices a little too high and others a little too low, so that a comprehensive basis for a cost-finding system is most desirable. She also declared that while quality can't be made perfect, it can be made much higher. This is a point, by the way, upon which emphasis has been laid at a number of meetings. The advantage of establishing a clearing house was proposed by Mrs. Day, and the suggestion met with such favor that a committee was appointed to investigate the proposal. The idea, as Mrs. Day outlined it, is to arrange a system by which nursery stock may be well balanced by transferring surplus stock from a member who has too much to other members who are in need of such stock. Just how practical this plan is remains to be seen. It seems as though it might be worked out to a certain extent, and no doubt the Associations of Nurserymen in other parts of the country will watch the Pacific coast growers to see what eventuates from their study of the problem.

Florists should find much satisfaction in the growing tendency on the part of business organizations to use flowers in constantly increasing quantities at their business meetings and conventions. A case in point was the recent Style Show conducted by the Shoe Trade in Boston. At this show an enormous number of flowers, especially carnations, were used, several thousand dollars' worth having been purchased from one concern. Conventions and shows of this kind in the past depended largely upon bunting and similar decorations to make the hall attractive. The event

just mentioned, however, was entirely different. It had for its main feature a large collection of pretty girls who sat upon the platform and displayed the different types of foot-gear. Of course, the young ladies were decked out in their daintiest dresses and naturally wore fine silk hose. Such an exhibit would lack in effectiveness if it did not have a proper setting.

Accordingly the shoe people used flowers in great profusion, creating an atmosphere of luxury and affluence. The trend seems to be in this direction, so that in the future there should be an increasing demand for flowers and decorative plants at all kinds of business gatherings, just as for social functions. This is something which should be encouraged even in the smaller cities, where suggestions of this sort from florists will often be kindly accepted by managers who perhaps have not had the idea enter their minds. There are far more opportunities for selling and using flowers than have yet been recognized.

Honest dealings and straightforward nurserymen's reputations in all lines of business have come to characterize the seed trade, the nursery trade and the flower growing industry to a constantly increasing extent. This is a happy tendency, and will be to the financial advantage of all concerned. The nurserymen are to be commended for the strong position which they have taken, but the American Seed Trade Association has adopted a similar platform, and is working to carry it through. At the recent convention in Milwaukee, the delegates, by unanimous vote, adopted a Declaration of Principles which pledged the association's support to the honest reputation of the seeds handled by the trade. The resolution is reproduced below:

STATEMENT OF PRINCIPLES

The following resolution was adopted at the Thirty-eighth Convention of the American Seed Trade Association at Milwaukee:

RESOLVED, That the American Seed Trade Association does now clearly and solemnly affirm and pledge its sincere and active support to those principles of honest representation of seeds and other commodities sold or offered for sale by catalog and otherwise by members of this association and seedsmen generally. This association believes in and encourages the enhancement of the value and volume of agricultural products by the improvement of the quality of seeds; the elimination so far as practicable of weed seeds and compliance by seedsmen with fair seed laws and regulations. Furthermore, we condemn any seedsmen as unworthy of membership of this association whose practices violate the aforesaid principles.

One matter in this connection has been taken up by the Seed World, of Chicago, which publishes the following editorial remarks:

"As far as seed legislation is concerned we believe that seed laws are a good thing, provided they do not interfere with commercial transactions and their provisions are such as may be complied with. It is to be regretted that we have some state laws that have been drafted by persons unfamiliar with seeds, practical testing and labeling methods. Seed legislation should be constructive, should have for its purpose the benefiting of agricultural conditions, and should not be framed for the purpose of restricting trading between producers, the trade and consumers, as the wording of some laws seem to indicate. We think that the large majority in the trade will agree with us that fair seed laws are as beneficial to the trade as they are to farmers."

AMONG THE SPRINGFIELD, OHIO, FLORISTS

The retailers report business very good but they have not got together on the Sunday closing as yet.

The wholesalers are still busy, and at this writing, the middle of July, which is unusual and goes to show that stock which is needed is not plentiful as in the years gone by. Some of the growers have all or part of coal in and have paid as high as \$8.85 per ton on track here for it, but the writer does not know of a single retailer who has his coal, although some of them use gas all the time, and some only part of the time.

Planting out with the wholesalers has been successful but help was short and that has been the case all along for the past three years.

Gustave Schneider is now getting in shape again after his fire on April 9th. Two houses and potting shed are now completed and in use, also the large service shed. The other three houses are going forward nicely with some of the benches up, and all the mill work now painted, also two gutters in place.

Among the wholesalers, B. C. Blake is putting up another house 20 x 80, to take care of his ever increasing trade. The potting shed is completed and half of the roof bars are in place.

J. Oliver Chick is also making improvements; one house 14 x 90 is ready for roof bars and two others 22 x 125 and 10 x 125 are contemplated this fall. An addition to the service shed is completed, which is 16 x 30, two stories.

The Good & Reese Co. are building a large concrete and steel boiler plant and putting in two 80 h. p. boilers, which will be equipped with iron stairs, electric hoist for ashes and up to date in every way, having fifteen traps to dump coal into the cellar and a large new stack which will take the place of the two old stacks and two cellars and three boilers, which were in them.

Harold McGregor sold his interests in the McGregor Bros. Co. and is building a plant to grow hardy shrubs and geraniums. He expects to have his house ready by September 1st.

The Springfield Floral Co. are rebuilding the entire south side of their place which has not been used for several years. This comprises nine houses 20 x 80 ft. each, which will give them double capacity of the last several years, also remodelling the service and potting shed.

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With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where goods are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

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New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Calladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$33.00.
Lilium Giganteum, 7-9 Case \$30, 8-9 Case \$20; per case, \$50.00.

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Fottler, Fiske, Rawson Co.

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A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

ABNER HOOPES

Founder of West Chester Nursery
Dies at Home There

Abner Hoopes, one of the founders of the Hoopes Bros. & Thomas Co., nurserymen, West Chester, Pa., died in his apartment at the Mansion House, West Chester, Pa., July 23rd, after a protracted illness.

Born September 27, 1836, at West Chester, Mr. Hoopes was educated at the Friends' Central school, Philadelphia, following which he was for three years in the woolen business. In 1853 he removed to West Chester and started the firm which bears his name.

For several years he was a member of the board of trustees of the Norristown Insane Asylum. Funeral services were held Monday at the West Chester Friends' meeting, with interment in Oakland cemetery.

THE MARKET

Market prices have been picking up although it is hard to tell why unless it is because high grade stuff has been coming in slowly. The feature of the past week was the appearance of asters in fair quality. In Boston, they are selling from three to six cents, and just a little lower in markets further South. Gladioli are coming in well both as to quality and quantity. The market isn't very high as a rule, but the demand is very strong. Buyers are paying anywhere from 50 cents to \$1.50. Carnations are rather poor and sell slowly at from two to three cents. Roses are as good as could be expected at this season of the year and naturally the demand is not great. They sell from two cents up. Delphinium seems to be about out of the Boston market and proved among the best sellers of the season.



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Prompt, Efficient Service Guaranteed.

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Opposite Christian Science Church
BOSTON, MASS.

MAURICE M. SAUNDERS
Manager for Wax Bros. 14 years
Telephones - - Back Bay 8241-58238

Flowers Under Glass

"If vain our toil, we ought to blame
the culture, not the soil—"

If you want Antirrhinums for early
flowering, that is, for the month of
November and December, you should
bench the plants about the first week
in August. Have them a foot apart
each way, providing the stock is grown
from cuttings, and pinch back the
shoots as they push up to flower,
allowing four or five shoots to start
from near the ground. The weak,
useless growth should be rubbed out,
for you will get better results from
three or four good spikes to a plant
than from two or three times that
number. You will need to stake the
plants to keep them erect, and should
also rub off the side growths as they
appear on the flowering stems.

Make a point to get the best sweet
pea seed that you can buy. Nothing
else will give satisfaction. For early
flowers you should put the seed in
right away. In case there is no bench
space ready, you can sow in four or
five-inch pots, setting out the plants
in four or five weeks. They will do
well in a cold frame where they can
have plenty of air, and be convenient
for watering and syringing. Keep
shaded until they come up, after which
they will need full sunlight. They
ought to have eight inches of good
soil, in any event, but if you can plant
them in a solid bed, you will be that
much better off. They must have
rich compost, whether in beds or
benches. It may well consist of
fibrous loam, two parts, and well
rotted cow manure, one part, with a
little bone meal added. Give them
supports just as soon as they show
signs of climbing.

Do not neglect your Lorraine be-
gonias. They need a place close to
the glass, but one which is not too
heavily shaded. Shade is most needed
during the hottest part of the day,
and it is advisable to use a lattice
which can be removed between three
and four o'clock in the afternoon. Of
course they can be left off entirely on
cloudy days, and nine o'clock in the
morning is early enough to put them
on, even on fair days. This sort of
treatment gives very stocky plants by
fall. Before they become pot-bound
they should have a shift, and you can
get good results with a compost con-

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E. P. NETMAN, Secretary.

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sisting of fibrous loam, leaf mold and
well decayed cow manure in equal
parts. Wet down the paths to keep
the air moist, and as soon as the
plants begin to crowd, give them a
new stand with plenty of room, be-
cause they need light and air. While
ventilation is required, it should be
given carefully enough to avoid sud-
den changes of temperature.

Old rose plants that have just been
cut off and planted again in the
benches will need all the care you can
give them to bring them to their first
growth, although after that they will
be easy to handle. Have plenty of
well decayed manure in the soil as
these roses will require more feeding
than young plants

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Max Schling
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Personal attention given orders for Knox-
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5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

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Deliver orders from any part of the country to

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any occasion, in any part of the Dominion.

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mention HORTICULTURE

CHINESE ROSES

The severe winter like that of 1917-18 has injured several of the Roses of western China, although apparently none of them have been killed. Rosa Helenae, the handsomest perhaps of the Roses discovered by Wilson, has lost much of its wood and will not flower this year; and Rosa multibracteata, which has not been injured before, has been killed to the ground. The Chinese form of Rosa Roxburgii (var. normalis), which flowered last year for the first time in the Arboretum, has had no flowers this season, although the wood has not been much injured. Rosa Moyesii has been little injured, but has flowered very sparingly and in the Arboretum has never lived up to the reputation it has gained in England. Rosa Hugonis was not injured by the winter, but it did not produce quite such a large crop of flowers as in previous years, and one exceptionally hot day nearly ruined these just as they were opening. No new development among roses shows that the beauty of the flowers of Father Hugo's rose is equalled by that of any other Chinese species. Uninjured by the cold of the past winter, the form of Rosa Multiflora from Western China (var. cathayensis) has not before been more thickly covered with its pale pink clustered flowers. This rose can be grown as a bush with long arching stems as it appears in the Arboretum, or it can be used successfully to cover a large arbor, as it has in another Massachusetts garden. The flowers are as beautiful as those of most of the popular Rambler Roses of garden origin, and the plant is hardier than many of these roses. To the students of roses this form of Rosa Multiflora is of interest as the wild type from which the Chinese obtained the popular "Crimson Rambler" rose which for centuries before it was brought to this country had been a popular garden plant in China. Rosa Bella, introduced by the Arboretum from Northern China into Western gardens, has never been injured here by cold. It is a tall stout shrub which produces every year in June great numbers of large rose-red flowers followed by showy fruits. A good garden plant for cold countries, Rosa Bella might in the hands of a skilful plant-breeder have a useful influence in a new race of hardy roses. The winter has not injured Rosa Caucasica which promises to be one of the most useful of the Western China roses. It is a Cinnamon Rose and a vigorous growing shrub now more than six feet high, with stout arching stems covered with stout spines, handsome foliage and flowers two inches in

FARQUHAR'S GIANT CYCLAMEN

Awarded the Gold Medal of the Massachusetts Horticultural Society.

FARQUHAR'S GIANT BLOOD RED
FARQUHAR'S GIANT CRIMSON
FARQUHAR'S GIANT PINK

FARQUHAR'S GIANT SALMON
FARQUHAR'S GIANT WHITE
FARQUHAR'S GIANT ECCELSIOR
(White with claret base)

Each of the above, 100 Seeds, \$2.50; 1000 Seeds, \$20.00.

R. & J. Farquhar Company, Boston, Mass.

Paper Whites

Our first shipments are afloat. We hope to make part deliveries on early orders the last week of this month—others to follow right along.

Gain time and save money—WRITE US.

Freesias (Prompt Deliveries) (Express or Parcel Post)

VAUGHAN'S PURITY ($\frac{3}{8}$ to $\frac{1}{2}$ -inch, 1,000 \$6.00; $\frac{1}{2}$ to $\frac{5}{8}$ -inch, 1,000, \$10.00; $\frac{5}{8}$ to $\frac{3}{4}$ -inch, 1,000, \$15.00).

NEW COLORED FREESIAS, "General Pershing" (lavender pink), "Viola" (violet blue)—each per 1,000, \$40.00; choice mixed colors, 1,000, \$35.00.

Ask for Midsummer Wholesale List

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STUMPP & WALTER CO.

Seeds and Bulbs

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"TESTED AND TRUSTED" OVER A CENTURY

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GARDEN SEED

BET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

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W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS
Horticultural Sundries
166 W. 23rd St., NEW YORK

diameter with pure pink petals marked with white at the base. The broad flower-clusters sometimes contain as many as 25 flowers, and as these open gradually the plant remains in bloom during at least a couple of weeks. The value of this rose as a garden plant is increased by the fact that it is one of the few roses in the collection which

flower in July, and that its large orange red fruit is exceptionally handsome. Rosa Omelensis was not hurt during the past winter, but the form of this rose (var. pterocantha) with the items furnished with large, bright red translucent spines lost considerable wood in the shrub collection.—Arnold Arboretum Bulletin.

36th Annual Convention

OF THE

Society of American Florists and Ornamental Horticulturists

NINTH GARAGE BUILDING

St. Clair Ave. and E. Sixth St.

CLEVELAND, OHIO

August 17, 18 and 19

The TRADE EXHIBITION at this Convention will be the largest and most comprehensive in the history of the Society. The latest novelties in the way of supplies, auxiliaries and florists' wares will be on display, and advanced ideas in greenhouse construction and equipment will be demonstrated. The plant section, too, promises some surprises in the way of originations and developments. The list of exhibitors includes the following:

Alabama Evergreen Exchange, Cleveland, O.
American Bulb Co., Chicago, Ill.
Atlantic Machine & Mfg. Co., Cleveland, Ohio.
Barnard Co., W. W., Chicago, Ill.
Baum's Home of Flowers, Knoxville, Tenn.
Bayersdorfer & Co., Philadelphia, Pa.
Bergmann Koropp Co., Chicago
Burlington Willow Ware Shops, Burlington, Iowa.
Chicago Ptd. String Co., Chicago, Ill.
Cohen & Hiller, Inc., New York
Craig Co., Robt., Norwood, Del. Co., Pa.
Davis Co., J. W., Terre Haute, Ind.
De La Mare Co., New York City.
Dreer Inc., Henry A., Riverton, N. J.
Durable Products Co., Cleveland, O.
Duro Paper Products Co., Chicago, Ill.
Elverson Pottery Co., W. H., New Brighton, Pa.
Evans Co., John A., Richmond, Ind.
Excello Mfg. Co., Cleveland, O.
Farquhar, R. & J., Boston, Mass.
Faust, Henry L., Merion, Pa.
Fertile Chemical Co., Cleveland, O.
Florists' Pub. Service Bureau, Chicago, Ill.
Ford Co., C. S., Philadelphia, Pa.
Garland Co., Cleveland, O.

Gebhardt Co., R. E., Chicago
Gnatt Co., Ove, La Porte, Ind.
Hagenberger, Carl, W., Mentor, O.
Haufling & Son, New York City.
Hart, George B., Rochester, N. Y.
Heacock Co., Joseph, Wyncote, Pa.
Henshaw, A. M., New York City.
Huntington, Ralph E., Mentor, O.
Hulson Grate Co., Keokuk, Iowa.
Henderson & Co., A., Chicago, Ill.
Hitchings & Co., Elizabeth, N. J.
Ionia Pottery Co., Ionia, Mich.
Irwin, Roman J., New York City.
Jackson & Perkins Co., Newark, N. Y.
Johnson Randall Co., Chicago, Ill.
Kansas City Cut Flower Co., Kansas City, Mo.
Kasting Co., Wm. F., Buffalo, N. Y.
Kervan Co., New York City.
Kirchhoff Co., Pembroke, N. Y.
Kroeschell Bros. Co., Chicago, Ill.
Liggit, C. U., Philadelphia, Pa.
Lion & Co., New York City.
Lord & Burnham Co., Chicago, Ill.
McCallum Co., The, Pittsburgh, Pa.
Manda, Inc., W. A., South Orange, N. J.
Michell Co., H. F., Philadelphia, Pa.
Moninger Co., John C., Chicago, Ill.
Morehead Mfg. Co., Detroit, Mich.
Nebel Mfg. Co., Cleveland, O.
Neidinger Co., Jos. G., Philadelphia, Pa.

Newton Floral Co., Newton, Kan.
Pennock Co., S. S., Philadelphia, Pa.
Peters & Reed Co., So. Zanesville, Ohio.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago, Ill.
Pollworth Co., C. C., Milwaukee, Wis.
Proto-Feed & Guano Co., Chicago, Ill.
Pult, C. J., Detroit, Mich.
Quality Brands Co., Cleveland, O.
Randall Co., A. L., Chicago, Ill.
Raedlin Basket Co., Chicago, Ill.
Rice Co., M., Philadelphia, Pa.
Rochrs Co., Julius, Rutherford, N. J.
Schloss Bros. Ribbons, Inc., New York City.
Skinner Irrigation Co., Troy, O.
Southfield Flower & Foliage Co., New York City.
Spokane Concrete Flower Pot Machine Co., Spokane, Wash.
Stern Co., Jos. M., Cleveland, O.
Storrs & Harrison Co., Painesville, Ohio.
United Bulb Co., Mt. Clemens, Mich.
Vaughan's Seed Store, Chicago, Ill.
Wayside Gardens Co., Mentor, O.
Weber, H. & Son Co., Oakland, Md.
Wertheimer Bros., New York City.
Wing Seed Co., Mechanicsburg, O.
White Co., Cleveland, O.
Wittbold Co., Geo., Chicago.

The cards issued to all members of the Society in good standing admit such members to the Trade Exhibition and the Convention Floor, and to all functions and entertainments in connection with the gathering. Florists not yet members can take out memberships at the Secretary's office in Convention Hall by payment of the yearly dues, which are \$5.00, and receive cards at the same time.

MEMBERS WHO HAVE NOT PAID THEIR 1920 DUES AND ARE DESIROUS OF HAVING THEIR CARDS IN ADVANCE OF THE CONVENTION, SHOULD MAKE REMITTANCE TO THE SECRETARY NOW.

The Convention Program is most interesting and provides for discussion of many subjects of vital importance to the florists' industry.

Take a few days' vacation and join your brethren in the trade at Cleveland, exchange ideas, and profit by what you see and hear—it will do you good.

**43 West 18th Street
NEW YORK**

JOHN YOUNG.

Secretary

RAMBLING OBSERVATIONS OF A ROVING GARDENER

It is pleasant to find a growing disposition on the part of nurserymen as well as the owners of private estates to open their establishments to the public, and even to invite their attendance by advertisements in the papers. Growers of peonies and iris have found people flocking to their places in great numbers this season, and new pilgrimages are being planned by flower lovers to the farms of gladiolus growers. Later, no doubt, the grounds of dahlia growers will be visited the same way. J. K. Alexander, the well known dahlia expert of East Bridgewater, has arranged drives through his fields so that the owners of automobiles can witness the display without leaving their cars. B. Hammond Tracy, at Wenham, Mass., always has a great many visitors to see his new and rare gladioli, which flowers are now just coming into

bloom. Judging from the interest which is being shown in the gladiolus this year, the coming show in Boston will be largely attended and prove one of the most successful ever held.

I have been interested to find that the box barberry is growing in many gardens this year. This plant, which has been put out in great quantities by the Elm City Nursery Co., of New Haven, Ct., seems to have met a real need, notwithstanding the fact that it is not evergreen. Apparently the plant stands the extreme exposure of the middle northwest remarkably well. A letter from a nurseryman in Topeka, Kans., says:

"The weather is very hot and dry here during the summer, while the temperature occasionally reaches 14 degrees below zero in winter. Yet the box barberry has done very well,

even under these adverse circumstances." I understand that a large grower in Rochester, N. Y., is planning to border his entire rose garden next year with the box barberry. This should create a very pleasing effect. To get the best result from the box barberry the plants should be set four to six inches apart and kept trimmed. Then it produces a low hedge which is remarkably well adapted to formal gardens. I expect to see it used much more widely in the future because of the large buying being done by nurserymen.

I am pleased to learn that Mr. E. C. Vick, secretary of the American Dahlia Society and also the American Sweet Pea Society, has been made garden editor of the New York Globe. Mr. Vick built up an enviable reputation while he was editor of the garden section of the New York Sun, his weekly page being very widely read. With the constantly growing interest in gardening subjects among amateurs, it is not strange that the daily papers find it advisable and profitable to cater to the interests of these people.



Field of Americas at the Establishment of B. Hammond Tracy, Wenham, Mass.

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We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

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WELCH BROS. CO.

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PROFIT SHARING FOR FLORISTS

R. C. Kerr Tells How the Plan is Operated in His Establishment

Everybody knows that R. C. Kerr of Houston, Texas, is making a great success of his business. He is president of the concern known as Kerr the Florist, of the Robert C. Kerr Co., of the Kerr Nursery & Plant Co., and of the Glendale Nursery Co. He is a man of big affairs and a broad-vision. At the Convention of the Texas State Florists' Association last week, Mr. Kerr, presented a paper in which he reveals some of the most important reasons of his success. This paper should be read carefully by every florist. It follows:

Profit-sharing is another step forward. It is money in our pockets. If we adopt the profit-sharing plan each employee realizes when he wastes stock he is participating in that loss, if he fails to give good service and the store loses a customer, he is participating in the loss, in making up a design or bouquet and he is wasteful in the material that he uses, he is participating in another loss, or, if he is making up a design or bouquet and is economical in the construction of the work and also is very careful to see that it will come up to the expectations of the customer, he is partic-

ipating in the profits. It is human nature for employees to be more interested in the work of a concern if they know that they are interested in the profits, whether they be large or small. Nine cases out of ten where a concern has labor troubles, it is their fault and not the fault of the employees.

I was asked to accept a place on the program, and the reason why I selected this subject was because this plan is uppermost in my mind, and is producing wonderful results in our own organization. I have had the profit-sharing plan since the first of January applying it to the heads of each department, and from July 1 of this year, it will effect every employee in our retail store.

There are several things that are essential: First, you must have an organization. By that I mean employees who are satisfactory, and who have a desire to build up a big organization. If you have unsatisfactory employees, it makes no difference what you offer them, they are dead to the world, and you will lose time and energy to try to place them. So it is my experience that if you decide to enter upon a profit-sharing business, you should weed out and get only the best.

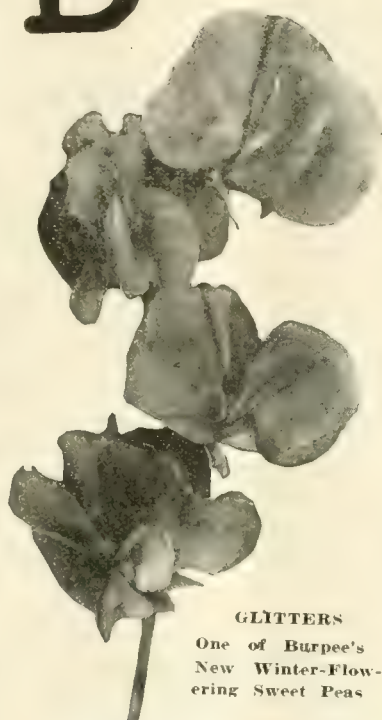
To my way of thinking there is only one true profit-sharing basis. A plan to get results must be of such a nature that every employee participates in the actual profits of the company, and then it is up to them to deliver the goods. Lay your cards on the table if you are proud of your business, and let the other fellow know how you succeeded. When the Commercial Agency asks for a report of your business, if it is a good one you are proud to render it; if it is a bad one you sometimes hesitate and may fail to render it and are therefore put in the wrong class.

Do not try to make a secret of the actual profits of your store. Render a monthly profit and loss statement. Have your monthly efficiency meeting. Talk about the statement. If one particular line showed an unusual profit, find out how you did it. Apply the same methods to the other departments that are not so profitable. Talk with the head of the delivery department, and if the maintenance of this department is unusually high, investigate it thoroughly and find out why. The bookkeeper should submit a list of customers who are slow payers and discuss ways and means with all of the employees and the best way of getting the money.

The sales manager should discuss ways and means of increasing the sales of the store. These monthly efficiency meetings are one of the most wonderful things that we have instituted. Let your business be an open book with your employees. It will instill confidence and make them deeper interested in your welfare.

I am going to give you our working plan for what it is worth. I am not giving this to you as a model plan, I think there is much room for improvement, but I believe we have taken a step in the right direction. Our retail store is operated by what we call the central organization, composed of myself, as proprietor, sales manager, superintendent of service and credit manager. Four in all. The heads of each department are held responsible for their respective work, and are expected to show results at the end of the year. This plan has been in opera-

Burpee's Sweet Peas



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One of Burpee's
New Winter-Flow-
ering Sweet Peas

EVENTUALLY, every Florist and Commercial Grower will plant Burpee's New Early or Winter-Flowering Spencer Sweet Peas. We say this in all confidence, for the Burpee list contains the finest varieties yet to be offered in a complete range of colors, including the most desirable Florist shades.

Burpee's Special Sweet Pea List for Florists is now ready. Every Florist and Grower should have it. Write for a free copy today.

W. Atlee Burpee Co.
Seed Growers Philadelphia

tion since the first of the year and I wish you could realize at this time what the marvelous results have been. I wish that I could impart to you the intense interest manifested in the net results at the end of every month. And there is only one thing that gets the results, and that is the employee participating in the profits.

I am also going further, and give you the percentage in order that I may give you an idea as to how we make our dividends. Myself 75 per cent, sales manager 12½ per cent, superintendent of service 6¼ per cent, credit manager 6¼ per cent. As a barometer to conditions of business, a monthly statement showing disbursements of the month. The employees participate in the net cash profits. All accounts must be paid, after this is done a division is made in the above proportions leaving a reasonable cash balance. What ever amount is agreed upon by the central organization, that agreement of profit-sharing was started January 1, at which time the starting point was established to make the amount of bills owed by the store and the amount of accounts on the books balanced.

There is one little feature in this proposition that is fair and reasonable and it puts us in a position that we know how long that we will have an

organization intact, and that is, it is agreed by all parties that in any event I may want a change in the above plan, I will be given six months' notice. It is also agreed that every employee give six months' notice in case they withdraw from the organization. The failure to give notice in case they withdraw will forfeit the accrued profits on the books and some other penalties that we have agreed upon. In the case of dissolution on this plan, only the accounts on the books and not merchandise on hand will be considered, as that eliminates complication and simplifies matters.

When I entered into this agreement I did not invoice the stock on hand, but only consigned the bills payable and bills receivable, as it is rather a hard thing to arrive at a profit on merchandise in the store. As a matter of fact, the profits are not profits until you have cashed in.

We also make a provision for branch stores that we might see fit to organize. If any member of the central organization is made manager of the branch, he or she will maintain one half of the original per cent in the organization, and in addition will participate to the extent of 15 per cent of the profits of the branch store based upon the above plan. However, all profit-sharing and bonus checks

paid out by the branch and central store shall be treated as an overhead expense, and the central organization will then be paid accordingly.

As stated, the above plan from January first to July first only effected the heads of the departments. Beginning

Horticultural Books

For Sale by

HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual. Elmer D. Smith	\$0.50
The Chrysanthemum. Herrington50
Commercial Carnation Culture. Dick	1.50
Commercial Rose Culture. Holmes	1.50
Violet Culture. Galloway	1.50
Greenhouse Construction. Taft ..	1.50
Sweet Peas up to Date. Kerr ..	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kains ..	2.00
Plant Pruning. Kains	2.00
Book of Garden Plans. Hamblin ..	2.00
Landscape Design. Hubbard ..	6.00
The Art of Outdoor Rose Growing. Thomas	6.00
The Home Vegetable Garden. Kruhm	1.00
Vegetable Gardening. R. L. Watts	1.75
Parsons on The Rose	1.00
Principles of Floriculture. E. A. White	1.75
Foundations of American Grape Culture. Munson	2.00
Plant Materials of Decorative Gardening. Trelease	1.00
Aristocrats of the Garden. Wilson	5.00
Bailey's Cyclopedia of Horticulture, 6 volumes	42.00

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 and all Seasonable Varieties of Cut Flowers

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HENTZ & NASH, Inc.

Wholesale Commission Florists

55 and 57 West 26th Street
 Telephone No. 755 **NEW YORK**
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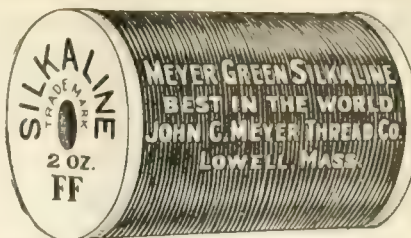
July first every employee will participate on the following basis.

Whatever net per cent that our store earns every employee will receive the same per cent of their annual salary. For instance, if we earn 10 per cent net profits based upon the cash realized, and an employee earns \$1,000 per year, that employee will draw a bonus of \$10. This effects every employee in our establishment, from the porters up. This plan puts them on notice that it is up to them. Take for instance the truck driver, it is up to him to see that he is polite and courteous to every customer, for if he fails to make a satisfactory delivery, or should disagree with a customer, and we lose that customer it effects his pocketbook. If he makes prompt delivery and makes a pleased customer, he benefits thereby. The store porter will realize that is up to him to see that the store is kept in trim order and see that the floors are kept swept and the windows in order, and all other little necessary details. If he fails to contribute his pro rata to what goes to make a profitable concern he will fail to derive his share of the profits and vice versa.

I will say that this plan is a success up to the present time, and I am confident that it will prove a success to you in your business. Personally, I feel that the benefits derived from this plan will justify us in perpetuating it as long as we are in business. It is the best investment that I have ever made.

Now just a word or two regarding our organization as a whole. I will first enumerate the responsibilities of the heads of the departments. The sales manager is responsible for the conduct of the store as a whole, also, in addition to this he devotes his attention to the development of sales which embodies advertising and service.

The service manager is held responsible for the delivery of the goods, and all details pertaining to deliveries. The credit manager, which also embodies the bookkeeping department, is responsible for the handling of accounts and collections of all bills and the bookkeeping, and is held strictly accountable to the central organization for the work. We have our business divided into four parts: First, the growing of flowers is conducted by a corporation composed of stockholders of prominent business men. This is separate from the retail store. We buy from this concern the same as we buy from anyone else. The superintendent of growing is held strictly accountable for the affairs of this plant. We are just entering into



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Wholesale Florist
 107 W. 28th Street, NEW YORK
 Telephone 5335, Farragut
 Call and Inspect the Best Establishment
 in the Wholesale Flower District.

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Please mention Horticulture when writing.

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 Fresh Cut Decorative Evergreens
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THE BOILER OF Unequalled Fuel Economy

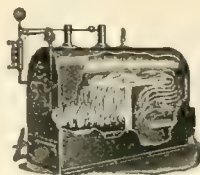
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Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

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OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

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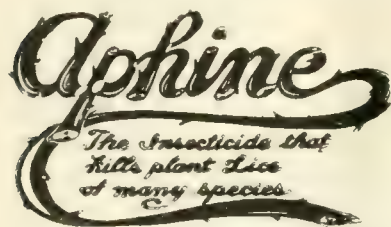
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Some common Sucking Insects, magnified

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The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

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Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

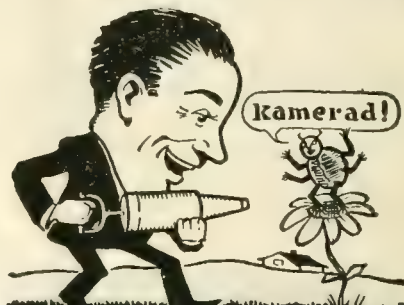
Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/4 Pint, 30c.; Pint, 50c.; Quart, 90c.; 1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00. Direction on package.

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Sure Insect Killer

IMP Soap Spray is a scientifically prepared compound that is destructive to insects without injuring plants or roots. Does not spot leaves, fruit, grass or deface paint work. May be used on fruit trees; shade trees; flowering shrubs; vines; garden truck; and on all sorts of plants, both under glass and out of doors.

It is most effective against rose bug; mill bug; white, black, green and rhododendron fly; red spider; thrips; aphids; fruit pests; elm leaf beetle and moths. Very economical, one gallon is mixed with 25 to 40 gallons of water. Full directions on each can. Order direct if your dealer cannot supply.

Pint can.....	\$.50
Quart can.....	.75
Gallon can.....	2.25
5 Gallon can.....	10.00
10 " ".....	18.00

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Eastern Chemical Co.
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2107

I am giving you an outline of the work of our organization as a whole, and I am pleased to report at this time that it is producing very satisfactory results. It is one that I have been working on for seven years, and I have just now accomplished the desired results. I am giving you this information for what it is worth, and I will be glad to receive any suggestions from any of you as to how it can be improved upon. Let us exchange ideas. There is always wisdom in the multitude of council, that is the only road to success.

Miss Anna O'Connor, of Johnson Bros., Providence, R. I., is planning for a trip to England, France and Belgium, sailing early in August.

the nursery business, and are conducting the business the same as the florists business, and the growing manager will devote his entire thought and energy to nothing but the growing of stock.

We are opening a retail nursery yard and display grounds, and the manager of this department is expected to devote his entire energy and time to selling nursery and bedding plants. In other words, our growers

are not confronted with problems of the retailing of their stock, and the central organization is not confronted with the growers' problems.

This makes four organizations, four separate bookkeeping systems, everyone working within itself and not depending upon the other.

I am of course the head of the four organizations. I draw a salary from each organization the same as the other employees.

MASTICA

For Greenhouse Glazing

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Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty. Last longer than putty. Easy to apply.

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CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure

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The Florists' Standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House Order, or write us direct for prices and freight rates.

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Large Flowering, extra choice mixture, in bud and bloom. \$1.00 per 100, \$4.00 per 1,000. **HARRY M. SQUIRES**, Good Ground, N. Y.

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Splendens, strong stocky plants, \$1.00 per 100, \$5.00 per 1,000. **HARRY M. SQUIRES**, Good Ground, N. Y.

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Wired toothpicks, green match sticks, labels for Florists and Nurserymen. **LEWIS BROS.,** Peekskill, N. Y.

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WANTED, as soon as possible, young woman as bookkeeper and stenographer. **F. E. PALMER, INC.,** FLORISTS, BROOK-LINE, MASS.

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The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 50c. postpaid. Samples free.

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The Nursery Manual

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An indispensable book for every nurseryman. Complete directions for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of **HORTICULTURE** upon receipt of price, \$2.50.

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Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser. Anything wanted by florists, gardeners, park and cemetery superintendents, etc., can be sold through this medium. Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.

This is an interior of B. G. Willig's big 72 foot house at Poughkeepsie, N. Y. Note the criss cross bracing; also the braces going from gable to ridge and from gable to the first column and so on into a concrete footing in the ground.



Note the sturdy gable rafters with a gable purlin at the top of the same size. Observe that the ridge brace is secured directly to the same purlin. See the strength and frequency of those intermediate angle iron purlins.

Most Gables Cause Most Glass Breakage

When the wind strikes the roof full broad side, its force is greatly lessened by sliding up the slant and off into space on the other side.

But with gables it's different.

The full force of the full wind, strikes them at times, full on.

There is no sliding off.

It's just like one huge sledge hammer blow. Unless gables are rightly framed and then interframed with the main frame of the house—those terrific blows rack the entire frame

Such constant racking, gradually but surely loosens the roof glass.

"Pooh! Pooh!" you say, "Hitchings brace their gables needlessly."

To which we answer, that if doing what you think is needless, prevents needless glass

loosening and slipping, then we have a notion that we better keep right on doing that needless thing.

But to get back to basic framing facts, we frame our gables and roofs so that all strains are so far as possible, equally distributed over the entire frame work.

In comparison, Hitchings framing is quite like a wheel, no one spoke of which bears the load.

The strain and the load weight are both carried by the spokes to the rim and tire, which in turn distributes it back again to the spokes.

After all is said and done it therefore figures down to whether the extra gable bracing we use is better than having loosened glass. You know we go anywhere for business. Or to talk business.

Hitchings and Company

General Offices and Factory: Elizabeth, N. J.

NEW YORK
1170 Broadway

BOSTON-9
294 Washington Street

HORTICULTURE

Vol. XXXII

AUGUST 7, 1920

No. 6

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.

Winter-Flowering Roses

We have a surplus of winter flowering roses after meeting our planting requirements, which we can offer in more or less limited quantities in the following varieties, fine strong plants from 3½-inch pots, OWN ROOT stock:

ROSIER BEAUTY
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FRANK W. DUNLOP
COLUMBIA

FRANCIS SCOTT KEY
HADLEY
OPHELIA
MIGNON, or CECILE BRUNNER

and the following sorts in GRAFTED stock from 3½-inch pots:

MRS. CHARLES RUSSELL
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MRS. AARON WARD

FERNS

EPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy Jr. 2½-inch pots, \$2.00 per dozen, \$20.00 per 100; 3½-inch pots, 50c. each; 6-inch \$1.00 each; large specimens, 10-inch \$5.00 each; 12-inch, \$7.50 each.

EPHROLEPIS ELEGANTISSIMA COMPACTA. 3½-inch pots, 35c. each; 6-inch pots, 75c. each; 8-inch pots, \$2.00 each; large specimens, 10-inch, \$5.00 each; 12 to 14-inch, \$7.50 to \$15.00 each.

EPHROLEPIS MUSCOSA. 3½-inch pots, 35c. each; 5-inch, 75c. each.

EPHROLEPIS SUPERBISSIMA. 6-inch pots, 75c. each.

F. R. PIERSON, Tarrytown, N. Y.



Two summer flowers we can recommend, good shippers, good keepers, good sellers —

GLADIOLI

The newer and better kinds of Gladioli, wonderfully well grown, in any quantity, all shades.

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EASTER LILIES

The choicest that can be produced

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Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

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WASHINGTON, 1216 H St., N. W.

SWAINSONA

FERNS

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Our price list for August is being mailed. We have one for you, if it does not reach you promptly let us know and one will be mailed.

Our pot grown Boston Ferns are in good shape.

4-inch \$3.60 per doz.	\$25.00. per 100
5-inch 5.40 per doz.	40.00 per 100

White Swainsona for winter blooming. Fuchsias and Lantanas, assorted; Heliotrope, Mad. de Blony, white, Chieftain. lilac. Strong plants, at \$3.75 per 100.

R. Vincent, Jr., & Sons Co.

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FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY
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MADISON, N. J.

Nephrolepis Norwood

Best Created Fern

4 inch pots, extra heavy, \$25.00 per hundred; 6 inch, \$75.00 per hundred.

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Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.
The **CONARD & SONS CO.** **WEST GROVE, PENN., U.S.A.**
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We are subscribers to the Nurserymen's Fund for Market Development

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Reselected Strains in Seeds
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Burpee's Seeds Grow

Wholesale Price List for Florists
and Market Gardeners

W. Atlee Burpee Co.
Seed Growers Philadelphia

ORCHIDS

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL, Summit, N. J.

S. A. F. & O. H. Department

National Publicity Campaign

It is always pleasant to be able to record a few cheery words accompanying a subscription to the Publicity Fund. Our committee do not look for bouquets, but they are human enough to cherish the many little expressions of appreciation of their work which of late have been coming in. Moss W. Armistead, the Portsmouth, Va. florist, in sending in a subscription says:—"I have no hesitation in saying that I fully believe the campaign to have been worth much more than this subscription to us, and I sincerely trust that no idea of dropping it will be entertained for one moment. In the fall I expect to send in another contribution."

We have often referred to the importance attaching to these additional subscriptions. Surely, a period of good business might be considered enough inducement to cause a doubling up on the part of a good many subscribers who at some time realize that their support has not been commensurate with the benefit resulting. We have in mind some subscribers who have doubled up more than once. They have the courage of their convictions, and do not look around to see what their fellows are doing. They have faith in our work, and on such faith we can build. Contrast them with those who hold aloof from the campaign, perhaps through distrust. "Our fears do make us traitors," says Shakespeare in "Macbeth." There should be no fears when considering a subscription to the Publicity Campaign. We passed the experimental stage long ago. Very many in our business have positive knowledge that our campaign is producing the benefit expected from it. We have a slogan worth all the money we can devote to it. It's the best slogan ever devised for the purpose of our industry, and is a message of suggestion, acceptable to those to whom it is conveyed—four simple words, but a wealth of suggestion.

On Wednesday afternoon, August 18, "Publicity" is to be the subject for free and open discussion at the Cleveland Convention. Official reports covering the campaign will be presented, as well as plans for a continuance of the campaign in a vigorous manner. If you have not already subscribed to the Publicity Fund, why not do so now, so that your name will appear on the Roll of Honor which will be the basis for action at the convention. We need your support, and you need the benefit to

HYACINTHS TULIPS NARCISSUS CROCUS

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on Application

J. M. THORBURN & CO.

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Through to 54 Park Place
NEW YORK CITY

SUPREME BRITISH SEEDS

Get our prices for delivery from
1920 Harvest on all lines of
GARDEN and FARM ROOT
SEEDS.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

Cables: "Kelway Langport."

PAPER WHITES, LILIES, TULIPS, HYACINTHS, NARCISSUS and OTHER FALL BULBS

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BULBS

LILIAM GIGANTEUM, also HARDIES
shipped now or later from cold storage
from New York, Denver, Chicago and
London (Canada).

FOR JULY-AUGUST SHIPMENT
SEEDLING FERNS in FLATS, all
varieties.

FOR IMMEDIATE SHIPMENT
BAMBOO STAKES

Natural and Green in all sizes—both
domestic and Japanese.
Write for prices stating your require-
ments.

McHUTCHISON & CO. 95 Chambers St.
NEW YORK

come from such support—we all need it, we can all have it, but we must reach out for it. What say you?

JOHN YOUNG, Secy.

43 West 18th Street,
New York.

We have been fortunate in securing as a speaker at the Convention session on Wednesday afternoon, August 18th, which will be devoted mainly to the Publicity Campaign Mr. S. R. Latshaw, advertising director of the Butterick Publishing Company, publishers of Delineator, Everybody's Magazine, Woman's Magazine, Romance, and other well known publications. He is an expert in publicity and in institutional advertising, and a noted speaker. He returned recently from a trip to the Pacific Coast, where he made quite a study of association advertising, even sitting in some of the board meetings of these associations. He is well known in Cleveland; the Secretary of the Cleveland Advertising Club recently wrote to the Secretary of the Advertising Council of the Chicago Association of Commerce, who was in quest of speakers, that Mr. Latshaw had made the biggest hit of any of the speakers last year who spoke before the Club. This gentleman, with Major O'Keefe will be a pair of speakers at this session whom everybody will be delighted to hear.

JOHN YOUNG, Secy.

THE S. A. F. CONVENTION

Cleveland, Ohio, August 17, 18, 19.

The Secretary of the Society, arrived in Cleveland on July 27th, where he will remain until after the Convention. His first day was devoted largely to a conference with Vice-President, F. C. W. Brown and Director H. P. Knoble, at which details in connection with the gathering were discussed.

While every effort has been made to arrange for the holding of the Convention sessions in the Exhibition Hall, conditions render this impossible, and it has been decided to hold all meetings in the ballroom of the Hotel Hollenden, only three short blocks away, in a direct line, and less than five minutes walk. The second floor of the Ninth Garage will be used for the Trade Exhibition instead of the third floor as originally planned, and the change is advantageous, as floor arrangements provide for a better display of exhibits.

Exhibits not yet forwarded should be shipped consigned to the Exhibitor, in care of the Convention of the Society of American Florists and Ornamental Horticulturists, Ninth Garage,

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail **NORTH ABINGTON, MASS.**

PLEASE YOUR CUSTOMERS

by furnishing them with

**Framingham Evergreens, Trees,
Shrubs and Roses**

FRAMINGHAM NURSERIES

Framingham, Mass.

We Have on Hand the Largest Stock of
BOXWOOD **RHODODENDRONS**
All Shapes Parsons' Hardy American Seedlings
1,000 BAY TREES All Sizes
MONTROSE NURSERIES

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BOSTON, MASS.

THE ST. MARTIN STRAWBERRY

WITH A NEW RECORD

The Newport Horticultural Society has just awarded it First and Second prizes, and a Silver Medal, making seven consecutive years of prize winning for this now famous Strawberry.

Potted plants during August and September at \$5.00 per dozen.

LOUIS GRATON,

Whitman, Mass.

Originator and Introducer

St. Clair Ave. and East 6th St., Cleveland, charges prepaid. An arrangement has been made with the Garage management to store any shipments that may arrive before the Convention, at a nominal charge.

Everything points to a most successful convention, especially in point of attendance. The entertainment to be provided will be quite in keeping with the importance of the gathering.

On arrival at Convention Hall, members should register at the Secretary's office. This is most important. Cards for admission have been issued to all members in good standing. Members not yet in good standing for 1920 can facilitate matters if they will send in their cheques for the \$5. annual dues, now, so as to receive their cards ahead of the Convention. All cards must be shown at the entrance gate.

Any exhibitor having an exhibit or part of an exhibit which it is desired the Judges should pass upon, should send in to the Secretary a description of same as far in advance of the opening date as may be convenient.

Great difficulty is found in the way of procuring office desks for exhibitors, but flat tables will be provided in place of them to the extent possible. Arrangements are being made to supply "horses" and table tops suitable for use as exhibition tables, which, it is expected, may obviate the necessity of meeting high charges of carpenters and others.

Copy for signs should be sent without delay to the Secretary, care of Hollenden Hotel, Cleveland, so that the same may be in readiness at the time of staging exhibits.

JOHN YOUNG, Secy.

PRIMULA

OBCONICA

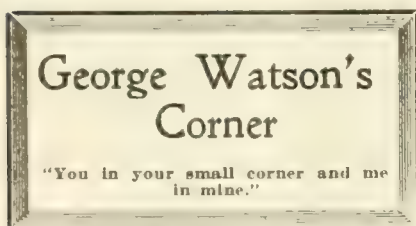
CHINENSIS

MALACOIDES

OBCONICA, Separate colors or mixed

CHINENSIS MIXED. 2 $\frac{1}{4}$ inch pots, \$7 per 100; \$60 per 1,000.*Ready Now. Raised from Selected Seed*CINERARIA, Half Dwarf Mixed, 2 $\frac{1}{4}$ inch pots, \$7 per 100; \$60 per 1,000.
L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.



Edward H. Flood, our distinguished ambassador to the glass manufacturing centers of France and Belgium, writes from London, July 13th, advising the world at large that all is well. He says nothing about the glass business and takes three sheets of the Old Colony Club's fancy notepaper to tell nothing, which is some record. He was walking down the Strand one morning when, who does he meet but Howard Earl of Philadelphia. Both of them nearly dropped dead with astonishment. After a while sanity was restored and there was an adjournment to the Norfolk, the Savoy and the Old Colony and much talk and well, well and my goodness and how delightful. So you see you will have to wait a bit for that report on the foreign glass situation which I have been promising you these past few months. Dear ol' Lunnon! A most delightful place. It's our friend Ed all right!

The old 49th street range of Craig greenhouses were slated to stop July 15th but by the display of a little Scotch-Quaker generalship, Robert Junior got another six weeks' extension from the building contractors in exchange for a few mosquito screens to keep those birds out of the dwelling house so the workmen can sleep nights. About one-half the range has now (July 29) disappeared, part to private purchasers and the rest to Norwood. By September 1 the old range will be a thing of memory and some wonderful memories cluster round the old place.

But that is a story in itself and we must not touch on it at present. Look out for Craig at the convention and be sure and call any time you are in Philadelphia.

Edward H. Flood sailed for New York on the S.S. Kroonland from Antwerp July 28

Howard M. Earl sailed for New York on the S. S. Imperator from Liverpool July 31.

Parker Thayer Barnes of the Pennsylvania Department of Agriculture attended the Entomologists' meeting at the Academy of Natural Sciences in Philadelphia on July 29.

Bogges & Davis have taken over the Smith range of greenhouses at Newtown, Bucks Co., Pa., entering possession August 1. Mr. Davies was manager of the Richmore Greenhouses at Wallingford, Pa

Elmer J. Weaver will move his bee colonies from Chester County to their summer quarters in Delaware County, in the vicinity of Hog Island. He has been fortunate in securing a very favorable location, where the honey plants are plentiful in the vicinity, and expects to reap a rich reward in sweetness and dollars.

Miss Katherine Bogan of Michell's is back on duty this morning (August 2) after a five weeks' nip and tuck with the old gentlemen—a good part of which was spent in the casualty ward of the hospital. The accident was sustained in an auto collision near her home at Norwood, Pa., and several other people were injured at the same time. We congratulate Miss Bogan on her lucky escape and trust she will soon be completely her good self again.

DOUBLING YOUR CAPITAL

Some of the florists are getting up now and then, some advertising copy which has considerable merit to it, and who might to the mutual advantage of all concerned, send them to our trade press for re-publication, and through this effort give your fellow florists something different that will be reciprocal later on.

For every suggestion you give, you will get back dozens. And this reminds me of what one of our sages recently said:—"If you swap a dollar, you still have only a dollar, and the other fellow still has only one, but when two men exchange ideas, they both double their capital."

There are many good thoughts, suggestions and incidents occurring daily that would be worth while "copy," so pass it along and progress by the interchange.

Our "Say it with Flowers" campaign has succeeded by co-operative effort, so, will the above suggestion act to the end that others will be encouraged to further ideals and higher aims.

HENRY PENN, Chairman,
National Publicity Campaign

OBITUARY

Mrs. Mary A. Nickerson, wife of William L. Nickerson, the well known florist of Framingham, Mass., is dead at her home in that town. Mrs. Nickerson was born in Wales, 80 years ago, but her family has lived in Framingham for nearly half a century. Among the four children surviving her is William R. Nickerson, also prominent as a florist.

HORTICULTURE

Vol. XXXII

AUGUST 7, 1920

No. 6

THE TALK OF THE TRADE

The July Bulletin of the S. A. F. gives the full program for the Annual Convention to be held in Cleveland August 17-19, and there is no doubt that the delegate who goes there with the intention of getting all that there is in the way of business will have plenty to attend to. Quite often we hear a brother florist say that he doesn't take in the conventions, because it is only a trip for a good time and he can have a good time in his own way without going a great distance and traveling in the heat, and a few other reasons thrown in for good measure, but any florist who stays away from a convention because he thinks it is only a good time is making a mistake. We can all make the convention whatever we want it to be. If we want a trip and don't want to bother ourselves much about business, there is nothing to stop us from attending the convention, seeing the country and having an enjoyable time among men of our own kind; but if you want to know what the S. A. F. is doing for every florist, and want to help in your way to make the S. A. F. strong and able to accomplish more, go to these conventions and you will find them mighty interesting. The meetings are full of business and there is plenty of opportunity to spend one's time at these meetings where good discussions are brought out and solid business transacted. Just read over the program and you will become convinced that the conventions nowadays are business affairs and planned for the object of good for all in the industry.

I notice that there is a discussion planned on the second day of the convention on "A Standard Grading for Roses." This subject has come up a number of times without making a great deal of headway, but I believe there would be a lot of good accomplished if a standard grading could be accomplished. One grower after another uses his pet way of grading his stock and naming his different grades, with the result that the buyer outside of the market is unable to know with any degree of certainty what the grade of roses will be when he orders from

these different names. Fancy, Extra Fancy, No. 1 and No. 2 and other ways of specifying of a like nature are very indefinite. Personally I believe that the method adopted by a number of Boston growers is the nearest correct that is to be had. It is either a No. 9 or 9 inch, meaning a rose with a 9-inch stem, and so on, 12, 15 and 18-inch. The out of town buyer would know with this system what length of stem to expect. I think it would be a great help to everyone if a standard grade could be adopted.

Another discussion set for Wednesday, "Is Uniformity in Prices Possible?" should be a very interesting topic and there is room for a lot of deep thought. If any satisfactory arrangement can be brought about whereby prices may be a little more uniform than at the present, it is going to accomplish a lot of good for every single person in the business, and there is no reason in the world why this cannot be done. That will be a matter for consideration by the National Flower Growers' Association.

Under Notes and Comments on Page 165 of the July S. A. F. Bulletin is a very interesting article containing a recommendation by Prof. L. C. Corbett, Horticulturist in charge of the Bureau of Plant Industry, United States Department of Agriculture. It hints upon a subject that is vital to everyone; namely, coal, and in this case brings out the particular point of efficiency in heating. Prof. Corbett states that "the greenhouse men in general are on the average getting something like 50 to 60 per cent efficiency out of the fuel which they use," and as he states, this is an indirect way of stating the handicap under which the florist is working. He recommends that a study be made of this subject, learning what particular kind of fuel, boiler, arrangement of heating pipes, etc., are the best for efficiency in heating. If something can be worked out along these lines, it will be of tremendous benefit to all greenhouse owners.

Advance orders for Mr. Strout's yellow carnation, Maine Sunshine, have been so heavy, that it is very evident that he will have to lay his plans carefully in order to produce cuttings sufficient to take care of the call, and Mr. Strout evidently means to be in such shape this coming winter that he can fill all orders and in good season. A new house has been erected in which this carnation will be planted. Plans are laid for heavy propagation, and judging from present indications, 150,000 cuttings will not cover the demand. It is surprising the way this carnation has been received. Not only the city stores, but the outlying towns are calling for it and continue to call for it, even into August. It certainly is a fine warm weather variety, as well as the rest of the season. I saw it the last of July and it still had beautiful color and good size; in fact, fully as large as Benora at that time, and we all know how well Benora does in warm weather. Mr. Strout is going to carry over an old bench of Maine Sunshine, also Laddie, for propagating purposes, and this old stock was in fine shape. The cool nights in that section of New England are of great advantage certainly, as his carnations were in better shape than what one can see further South.

Mr. Strout also has a fine block of cyclamen, all grown in cold frames out of doors, running from five-inch into six, seven and eight-inch pans. I was surprised to see cyclamen grown on this place, but I can tell you that they were mighty well done and will be welcomed by the stores in his section of the country.

The market seems waiting for gladioli and the first offerings were seized upon quickly. Apparently the public is just as eager for these flowers as ever, and they show disposition to seek out the newer varieties. Mr. E. A. Woods of Newtonville, Mass., had some very early glads which he forced in frames. I saw some extra good specimens in the store of Henry Penn of Boston. Probably this plan of forcing bulbs in cold frames would hardly pay on a large scale, but it seems to be profitable in a small way.

It is seldom, I understand, that John C. Chase of Derry, N. H., misses a meeting of the Pacific Coast Association of Nurserymen, if there is any way of his getting there. In any event, Mr. Chase is just back from the eighteenth convention, which was held at Spokane, Washington, early in July, and says that it was a very live affair. The convention was of special interest because the president who was just completing one term was a woman, Mrs. Ruth Day, of the Overman Nurseries. Of course it is a new departure to have a woman occupy such a position, but according to Mr. Chase, the results justified the innovation in every particular, as President Day presided with dignity and kept the meeting right up to the mark. Some of the schemes which she advocated have already been discussed in *HORTICULTURE*, and Mr. Chase says that they were received with great interest, especially the one for having a clearing house to keep stock well balanced among members. Mr. Chase says that some interesting addresses discussed, the cost finding system, and Idaho's plan for raising and distributing trees at cost.

He also said that the Park Commissioner, John J. Duncan, who was formerly at the Arnold Arboretum, in Jamaica Plain, was made an honorary life member of the association. Mr. Duncan has become very popular in Spokane, and his work is highly appreciated.

F. H. Burtlehaus, of Sumner, Wash., was elected president and C. A. Tonnason of Tacoma, secretary-treasurer. Mr. Tonnason is a prominent figure at all the conventions, as he has held the two offices to which he was re-elected for seventeen successive years.

The convention next year is to be held in Seattle, and the members are already looking forward to a pleasant and profitable occasion, Mr. Chase among the number.

THE S. A. F. CONVENTION

I often wonder whether retail florists generally attach the importance they might to the annual Trade Exhibition of our Society. I do not mean by this, that they do not attend it, for we have always a big following of retailers at these conventions. What I really mean is, why do not more retailers make it a point to be in attendance, to see what is presented for the advancement of their end of the business.

There is another advantage in attendance now, one which did not exist until within recent years. Retail flor-

ists at our conventions now like to meet others of their kind there, florists from the different cities where, perhaps, many orders are required to be filled in the course of a year. The exchange of orders by telegraph results in business which in volume is most remarkable. Our Trade Exhibition furnishes a splendid opportunity for florists anxious to do business of this kind to meet others equally anxious. It is like killing two birds with one stone. I hope many of the Eastern retailers will give thought to this, for I really believe that their Western brethren better realize our convention possibilities.

There are many subjects on our program this year of interest to retail florists, and we shall welcome a larger representation from retail ranks. August is the best time of year for a retail florist to take a vacation, and the convention furnishes a splendid object for a journey to Cleveland, in itself a city worthy a visit by any florist. Lay down your cares for a few days and arrange to be in the Convention City on the opening date, August 17. Enjoy the hospitality of your Cleveland brethren, and return home refreshed with the feeling that you have made a trip productive of benefit to your health, and increased interest in the business you have chosen for your life's work. You need not go alone, take your wife along with you, for she, perhaps, needs a change as much as you do, and likely as not, shares your worries and counsels you in the conduct of your business. We are a happy lot at our conventions, come to Cleveland and enjoy meeting with us.

A. L. MILLER, Pres.
Jamaica, New York.

THE S. A. F. CONVENTION TRAVEL ARRANGEMENTS

It was expected that with the turning back of the railroads to their respective managements, we should be able to enjoy the privilege of traveling to Cleveland at the rate of one fare and one-third for the return trip, as we did in pre-war days. Our Society made the necessary request for this privilege, but it was denied, for the reason that the reduced rate now is available only to organizations, which are in character educational or philanthropic. It does not seem likely that business organizations will, at least in the near future, enjoy concessions in railroad rates when journeying to their conventions.

Well, who should worry! The rates to Cleveland are not such as to keep any florist at home who has his business at heart. Anyone attending the

New Violet "Duchess"

This is a great improvement on Princess of Wales—Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

It will pay you to go in for DUCHESS. And DO IT NOW—before this fine lot is all grabbed up. We offer Large field grown clumps of DUCHESS, and the other two as follows:

	100	1000
DUCHESS	\$15.00	\$120.00
LADY CAMPBELL	12.00	100.00
PRINCESS OF WALES ..	10.00	95.00

C. U. LIGGIT

Wholesale Plantsman
Bulletin Building PHILADELPHIA

Convention who keeps his eyes and ears open will not give much thought to his railroad expenses, he will be glad he paid them and let it go at that. Both railroad and hotel rates are reasonable as we must look at things today, and the little change of surroundings for a few days is worth really more than we have to pay for it.

The Cleveland florists have all arrangements for our gathering well in hand, and every possible comfort awaits us, as well as a most hearty welcome. Members who are interested in bowling and have in mind the splendid contests of past conventions, will be pleased to know that Cleveland has a fine tournament on their program of entertainment, and the evening of the third day of the Convention, Thursday, August 19th, is selected for it. So get down to your practice all ye bowlers, you will need all your skill at Cleveland.

Don't forget your hotel reservations. Notify James A. McLaughlin, 421 High avenue, Cleveland, of your requirements; he is chairman of the care of your reservations. There are five big hotels in close proximity to Convention Hall, and we should have no difficulty as far as comfortable housing is concerned—but get your reservations in early.

A. L. MILLER, President.
Jamaica, New York.

WITH LORD & BURNHAM

Stearns W. Scott of Marshall avenue left this morning for Newton, Mass., to assume an excellent position with Lord & Burnham of New York, builders of private greenhouses. Mr. Scott is an expert in this line of work and having had similar employment with this concern was sent for by them to take charge of an important branch of their work.—*Bath, Me., Times.*

FROM BOSTON TO CLEVELAND.

Are you going to the National Convention of the Society of American Florists? Reservations must be made at once. Fare from Boston, one way, \$22.01; lower berth, \$4.59; total, \$26.60. Train leaves South Station, Monday, August 16.

Boston, 2 o'clock P. M.
Newtonville, 2.15 o'clock P. M.
Worcester 3.15 o'clock P. M.
Springfield, 4.35 P. M.
Pittsfield, 6.20 P. M.

This Convention will be of vital interest to every florist in the country. A few of the subjects to be taken up are "The Publicity Campaign," "The Coal Situation," "Organization of National Flower Growers' Association," "National Flower Show Reports" and other important topics. There will also be an unrivaled trade exhibit.

New England is not doing her fair share of this great work unless she is represented by at least fifty live wire representatives. The New York Florist Club will have an entire special train and those who wish to go by this route should make reservations at once through C. Lowther, Box 100, Times Square Station, New York City. Here's how they go:

Leave New York--Barclay St. Ferry, 10 A. M.; Christopher St. Ferry, 10 A. M.; West 23rd St. Ferry, 10 A. M.
Leave Hoboken, 10.20 A. M.
Arrive Buffalo, 7.55 P. M.
Leave Buffalo, 9 P. M. (Boat).
Arrive Cleveland, 6.30 A. M.

Take it from me, there will be something doing all the way with this bunch.

Don't forget to make your hotel reservations in advance. Here are some of the best: Hollenden, Statler, Cleveland, Winton, and Olmsted. Rooms from \$3 up. The sky is the limit.

Yours,
E. ALLAN PEIRCE,
Waltham, Mass

BOSTON

Mr. P. Welch came up from Old Orchard the first of the week and spent two busy days at the store. A number of improvements are being made which will give Welch Bros. more room and an opportunity for better display.

Mr. Henry Robinson is spending the summer as usual at Green Harbor and has with him his son, Henry Jr., who recently returned from a Western ranch where he spent several weeks renewing his health. The young man will return to Columbia, it is expected, in the fall.

Charles Robinson returned early this week from a well earned vacation at Pemberton

Mr. Charles Margolis, of the Henry Robinson Co., is back from an enjoyable vacation in Maine, and his friends are congratulating him on having added several pounds of flesh.

Mr. Henry Penn is spending the month of August in Maine, and probably will not leave his retreat even long enough to attend the S. A. F. Convention in Cleveland.

Messrs. Rogean and Noyes recently made an automobile trip to St. John. They covered 1,178 miles, and had a very enjoyable trip.

Mr. and Mrs. Edward Welch are being congratulated upon an addition to their family. It is a girl.

A. F. Hills has taken a position with J. Bolgiano & Sons, of Baltimore, entering his new work August 15. For the past seven years Mr. Hills has had charge of the flower seed and bulb department at the establishment of Joseph Breck & Sons, and has made a great many warm friends in Boston, having been with Fottler, Fiske & Rawson before he entered the employ of Breck. He will look after the seeds and bulbs at the Bolgiano store.



BOX-BARBERRY BORDERED GARDEN

MAKE A LEADER OF
BOX-BARBERRY
IN YOUR **1921 Cat.**

Many of the leading firms already have booked with us for their stock.

Write for Terms

The Elm City Nursery Co.
WOODMONT NURSERIES, INC.
NEW HAVEN, CONN.

Notice of Annual Meeting

The Annual Meeting of the Florists' Haul Association of America, will be held at the Ninth Garage, Cleveland, Ohio, at 9 o'clock a. m., on Wednesday, August 18, 1920, for the purpose of electing four Directors, and the transaction of such other business as may come before the meeting.

JOHN G. ESLER, Secretary.

"FRANK H. DUNLOP"

We are now catching up with our orders, and now offer for immediate delivery:

5000 F. H. Dunlop, 2½ in. own root, per 1000.....	\$300.00
3000 F. H. Dunlop, 2½ in. grafted, per 1000.....	375.00
5000 Columbia, 2½ in. own root, per 1000.....	150.00
1000 American Beauty, 4 in. own root, per 1000.....	200.00
1100 Hoosier Beauty, 3 in., per 100.....	15.00
300 Maryland, 3 in., per 100.....	15.00

CHARLES H. TOTTY COMPANY
MADISON - - - - - NEW JERSEY

HORTICULTURE

Established by William J. Stewart in 1904

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Page and half page space, not consecutive, rates on application.

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One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Keeping records

It is always a pleasure to do business with a concern that keeps its records in a concise, businesslike way, which sends its bills the moment they are due, makes its returns with equal promptness, and seldom gives occasion for complaint because of mistakes. Would that the florists might be numbered among those of whom it can be said: "It's accounts are kept in perfect shape."

Unfortunately this is far from being the case. Many florists, and especially those who have begun in a small way and worked up to a good sized business, have never learned the art of methodical, orderly filing of bills, statements, reports, complaints and the like, and of attending to each matter the moment such attention is needed. It would be the part of wisdom, and a real economy oftentimes, for a florist who finds his bookkeeping and his accounts giving him too much trouble, or occupying too much of his time, to employ an accountant who would outline the simplest form of bookkeeping for him to follow, and start for him a set of books. To tell the truth, the day of haphazard, go-as-you-please business methods has passed. It is impossible to be successful in modern business without keeping accurate accounts, and there is no florist clever enough to carry these accounts in his head.

The florist business is growing more and more complicated each year, and there never was a time when it was more necessary to have all the details in black and white. There would be fewer hours of sweating over the desk when it becomes necessary to make income tax returns and other reports required by the government if a simplified, orderly method of keeping the accounts were installed. As Mr. Robert E. Mapes, of Baum's Home of Flowers in Knoxville, told the Tennessee Florists' Association last year:

"Statistics, figures and facts are the basis upon which every activity of today, legislative, political or commercial, is based. A florist may watch every detail of expense in his greenhouse in order to produce stock at the lowest possible cost; he may use every effort to dispose of his stock at the best prices, but if there is a weak link in the administration of his affairs, if the management of his office is not up to date, he stands a good chance to make a failure."

Now with the beginning of a new season, many a florist will find it to his best interest to overhaul his accounting system and make a careful investigation to learn whether his methods are the best which have been devised for keeping accurate tally on his business.

President Hannah made a number of pertinent Retail points in his address before the Texas State prices Florists' Association, and some of the things which he said are worth pondering, although they may not all fit in exactly with the theory of other florists throughout the country. He warned especially against a tendency to charge all the traffic will bear and a little more. His remarks on this score are worth quoting:

"Do not make haste to get rich too fast. Do not get prices too high. Keep safely on the side of public opinion. Go slow but sure. This expresses the doctrine which has been the guide of many florists throughout the country, but there have been some instances where the gouging process has been indulged in. This has never been good business, though, and the tendency has been checked oftentimes by the better sense of the florists in general."

Mr. Hannah went on to elaborate one special feature of the tendency mentioned when he said:

"One thing is seriously wrong, and that is doubling your price on Christmas, Easter, Mothers' Day and such days. I understand the retailer must because the wholesaler does. He commits the wrong, and is tempted to ship you pickled stock when the retailer holds the bag. No other commodity doubles its price in two days. Why should ours?"

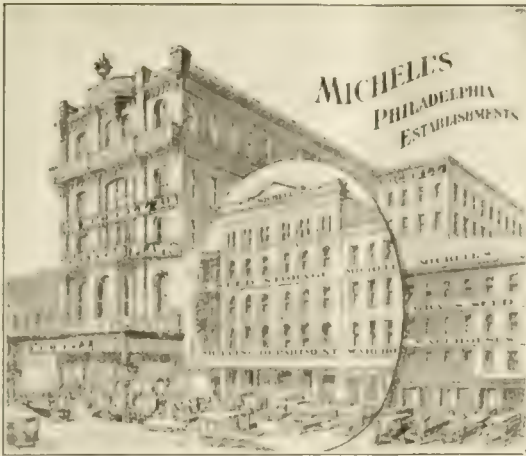
There are many things to consider if the florists business is to be put on the bigger, broader basis which is the aim of the most progressive members of the trade throughout the country. Many difficulties remain to be ironed out. They are not all in the South or in the West, either. Right in Boston there is a serious feeling between certain members of the trade about transactions in the flower market. This feeling has had its effects on the local organization, and yet there is no reason why, by a proper getting together, all of the difficulties which interfere with the up-building of the business cannot be worked out. It is well to have free speaking at the conventions and at the local meetings so long as the remarks are without rancor or bitterness, and intended for the betterment of the trade. Certainly President Hannah's talk was received in the best of spirits, and he has received many congratulations.

All having gardens

How a flower garden can improve the general appearance of an industrial plant and relieve the monotonous sight of a bare landscape which would otherwise greet the eyes of its employes, is forcefully exemplified at the plant of the J. D. Crosby Company, manufacturers of wire goods, in Pawtucket, R. I., where, in a hollow square contiguous to three mill buildings is located a beautifully ordered plot containing all sorts of flower plants and shrubs, tastefully arranged in a semi-circle facing the South.

To the North lies the office and strip rolling room; on the West the machine ship and shipping department, and on the South the band rolling room. The fence inclosing the space on the East is a mass of rambler roses, a brilliant display of horticultural beauty. In the centre is a bed of red and silver leaf geraniums.

The garden was planned and laid out about three years ago by J. D. Crosby and has been cultivated by Henry C. Mahler, 73-year-old gardener, who is helped by two assistants. A greenhouse completes the garden equipment. Considerable acreage to the South beyond the plant is devoted to agricultural purposes.



We will be represented at the convention by J. H. Beckman, A. F. Eilers and D. J. Keohane, who will be glad to give any information they possess that might be helpful.

The House of MICHELL

Extends a cordial invitation to every florist, seedsman, nurseryman and others to visit their Philadelphia establishment 518 Market Street within one block of Independence Hall and their nurseries at Andalusia, Pa. 16 miles from Philadelphia.

You will find there up-to-date establishments, where a reputation for thoroughness, progressiveness and reliability has made them famous in the horticultural and agricultural world.

Our warehouses at 518 Market Street, 509, 511 and 513 Ludlow Street, are well stocked. Our nurseries at Andalusia will no doubt interest you. There are over fifty acres devoted to the growing of Hardy Perennials, Cannas, Dahlias, Roses, etc. There you will have an opportunity to see the famous "Oaks of Andalusia," one of which is reputed to be from 800 to 900 years old, and the finest, most perfect white oak in Pennsylvania, if not in the United States.

We anticipate the pleasure of your visit and personal acquaintance.

MICHELL'S SEED HOUSE, Philadelphia

516-518 MARKET STREET

GENERAL NEWS NOTES

The Florists' Club, of Albany, has had a number of accessions to its membership list of late, including the following: H. A. Tilson, Averill Park, N. Y.; W. D. Barto, Schenectady, N. Y.; John V. Honnell, Watervliet, N. Y. and James Moore, Troy, N. Y. The Club recently held a well attended outing at the establishment of James Schneider, at Rhinebeck-on-Hudson.

A new green house has been erected by Lord & Burnham for W. W. Walker, at St. Catherine's Ont., 52 x 140 feet. Mr. Walker specializes in cyclamen, ferns, hydrangeas and Jerusalem Cherries.

Smith, the florist of Providence, R. I., is now in new quarters on Washington St., opposite the Majestic Theatre.

It is understood that Spear & McManus of Hartford, Ct., are planning to make some important alterations in the building which they occupy. This will include a new front. Conservatories are to be erected on the roof to take the place of greenhouses in the rear of the old store.

Paul Jahn, of Bridgewater, Mass., is receiving the congratulations of his many friends. It is a 9½ lb. boy.

A new partnership in Chicago is that of D. E. Freres and Jack Byers, both well known in the wholesale market. They will conduct a wholesale commission business under the name of D. E. Freres & Co., with headquarters in the Atlas Block on East Randolph St.

Axel Setterberg has resigned as general manager of the Everett R. Peacock Co., of Chicago.

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of Commerce Bldg. Boston, Mass.



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossis, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberose, Caladiums, Dahlias, Anemones, Madeira Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$21.00.
Lilium Giganteum, 7-9 Case \$30, 2-9 Case \$50; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.

SEEDS AND BULBS

Boddington's

128 Chambers St., N. Y. City

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

Penn. The Florist

"The Telegraph Florist"
Member of Florists' Telegraph Delivery
124 TREMONT ST.
BOSTON

H. F. A. LANGE
Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass
Member Florists' Telegraph Delivery
Association

WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.
Member Florists' Telegraph Delivery

Providence, Rhode Island
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street
Member Florists' Telegraph Delivery

ST. LOUIS, MO.

FRED C. WEBER
4326-28 Olive St.

Member Florists' Telegraph Delivery Ass'n.
NOTICE INITIALS. We have one store only.

The Beacon Florist
7 Beacon Street, **BOSTON**
Near Tremont
J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

Symphony Flower Shop

240 HUNTINGTON AVENUE
Opposite Christian Science Church
BOSTON, MASS.

MAURICE M. SAUNDERS
Manager for Wax Bros. 14 years
Telephones - Back Bay 8241-58238

Flowers Under Glass

If you have early planted rose houses where the plants have attained considerable size, make a point of using a little lime every night when the plants are syringed in the day time. If this point is overlooked the plants will be likely to suffer under the leaves as a result of the moist air, causing mildew or spot to develop. Make a special point of using a little lime at night after a thunderstorm in the afternoon, and always use lime in old leaky houses, following a shower. It is true that some growers claim that lime should not be used except for American Beauties, but others of long experience find it best for all roses. In any event, it doesn't cost much to apply, and some benefit is likely to result. Plants that are not well rooted should not be fed with liquid manure yet, but in houses where the roses have been grown for summer blooming, liberal doses of liquid manure can be given to distinct advantage. It is not advisable, however, to mix any strong chemicals with it, using only an abundance of cow manure. The addition of nitrate of soda and the like often causes the plants to get a little soft. Moreover, it tends to invite mildew. You will be safe, however, in adding a little bone meal to the manure.

Many florists have added to their store of shekels this year by a prosperous window box business, although this business may be developed to a greater extent than it has been as yet. Probably the most extensive job of the kind in Boston is that on Filene's store. This work has been in the hands of Mr. John D. Twombly, of Winchester, for the past ten or eleven years, and includes not only filling the boxes but also keeping them watered and renewed throughout the summer. The boxes used weigh when filled thirty tons. Various plants are placed in them, including English ivy, scarlet geraniums, pansies, cannas and rhododendrons. The boxes themselves are made of galvanized iron to meet Mr. Twombly's specifications. They are made two inches high in front and ten inches in back, which gives a nice sloping appearance to the boxes. This is a distinct advantage when the boxes

ALLSTON & BRIGHTON, MASS.

ROGERS FLOWER SHOP Member
F. T. D.
1231 Commonwealth Ave., Allston, Mass.

CAMBRIDGE, MASS.

581 MT. AUBURN STREET
HAROLD A. RYAN, Inc. Member
F. T. D.

BROCKTON, MASS.

Belmont Flower Shop Member
F. T. D.

LAWRENCE - - MASS.

A. H. WAGLAND

We Cover
LAWRENCE, METHUEN, ANDOVER,
NORTH ANDOVER, SALEM, N. H.
and Contiguous Territory
Member of F. T. D.

BEVERLY, MASS.

BEVERLY FLOWER SHOP Member
F. T. D.

MALDEN, MASS.

J. WALSH & SON Members
F. T. D.

HALL, The Florist

Telephone 1422
4 Main Street, TAUNTON, MASS.
National Florist for Taunton and Vicinity



GUDE BROS. CO.
WASHINGTON, D. C.

Member Florists' Telegraph Delivery

FLOWERS The Best at
The Lowest

The Largest Popular Price House in
Philadelphia

F. M. ROSS

Send orders to
136 So. 52nd Street, Philadelphia.
Other Stores
18 So. 60th St., 212 E. Girard Avenue
PHILADELPHIA

Member Florists' Telegraph Delivery.
Orders from all except members of
the F. T. D. must be accompanied by
remittance.

**JOHN BREITMEYER'S
SONS**

Cor. Broadway and Gratiot Aves.
DETROIT, MICH.

**Artistic Designs - - -
High Grade Cut Blooms**

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.
Members Florists' Telegraph Delivery
Association.

AMERICA'S FOREMOST FLOWER HOUSE

BOSTON and NEW YORK

1 Park Street
JAMES J. SLATTERY
Manager

799 Boylston Street
JOHN R. McDONOUGH
Manager

JOHN F. DOWD
Purchaser

Thos. F. Gahlin
INC.

561 Fifth Avenue
at 46th Street

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Manager

FRANK F. DEERY
Decorator

CHARLES F. BOYLE, President

DARDS FLOWER SERVICE

has spent GUARANTEED SATISFACTION
for nearly FIFTY YEARS.

Regular European sailings now established.
Let us fill your orders for Steamer Flower
Baskets, Corages and Artistic Boxes of
Cut Flowers.

DARDS, Inc., Florist,

341 Madison Ave., New York

S. A. ANDERSON

440 Main St., Buffalo, N. Y.

ANDERSON service means fresh, sturdy
Stock and prompt deliveries in BUFFALO,
LOCKPORT, NIAGARA FALLS and
WESTERN NEW YORK.

Member Florists' Telegraph Delivery

HESS & SWOBODA

FLORISTS

Telephones 1501 and L 1532

1415 Farnum St.

OMAHA, NEB.

THE KNOBLE BROTHERS CO.

Flowers and Nursery Products

Member Florists' Telegraph Delivery

We are well equipped to handle
your orders.

1228 W. 26th Street CLEVELAND, O.

THE SMITH & FETTERS CO

735 Euclid Avenue

CLEVELAND, OHIO

Flowers of Every Kind in Season

PHILADELPHIA

CHAS. H. GRAKBLOW F. T. D.

Everything in Flowers

Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.

E. P. NETMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER, COLORADO

are used on the second and third story
windows of a high structure. It takes
a vast number of plants, not less than
10,000 geraniums, 2,500 ivy plants, 700
cannas and 8,000 pansies being used
in one season. The work of water-
ing the plants is done under Mr.
Twombly's directions each night. It
occupies several hours.

GENERAL NEWS.

J. Martin, Jr., florist, of Bangor, Me.,
left recently for a trip across the con-
tinent. He will make stops in New
York and Chicago and spend some time
in San Francisco and other places on
the Pacific Coast, returning to Bangor
in August.

FOR

KANSAS CITY

Transfer Your Orders to

SAMUEL MURRAY

1017 Grand Avenue

Member Florists' Telegraph Delivery



BAUMS HOME OF FLOWERS

KNOXVILLE, TENNESSEE

Personal attention given orders for Knox-
ville and East Tennessee

Members of F. T. D.

CLEVELAND

A. GRAHAM & SON

5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

DAVID CLARKE'S SONS

Deliver orders from any part of the country to

New York City

Write or Telegraph

2139-2141 Broadway, - New York

Telephone 1552-1553 Columbus

KOTTMILLER, Florist

426 Madison Ave. and 49th St., New
York. Also Vanderbilt Hotel

Telephone, Murray Hill 783

Out-of-town Orders Solicited. Location
Central. Personal Attention.

Member F. T. D. Assn.

New York's Favorite Flower Shop

G. E. M. Stumpff

5th AVENUE and 58th STREET
Member F. T. D. Ass'n

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass.

THE J. M. GASSER COMPANY,

CLEVELAND

Euclid Avenue

The Far-Famed Flowers of

TORONTO

Delivered on mail or telegraph order for
any occasion, in any part of the Dominion.

JOHN H. DUNLOP

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TEXAS STATE FLORISTS' ASSOCIATION

Mr. R. C. Kerr tells me that the Sixth Annual Convention of the Texas State Floral Association was the greatest from the standpoint of attendance, enthusiasm and good accomplished that was ever held by this organization. Mr. Kerr says that it is planned to make the association much broader in scope than its name might imply. In fact, it is to cover the whole Southwest in its activities, and representatives have been appointed in Oklahoma, Louisiana and Arkansas to stimulate interest.

One of the greatest pieces of work accomplished at the convention was the raising of an additional \$1,000 for the National Publicity Fund. Probably the crowning event of the convention was a dinner given at the Greenwood Floral Company's plant by the manager, Mr. Davis. Mr. Davis is proving a great addition to the ranks of the Texas florists. Mr. Kerr calls him a small bunch of live energy. Certainly he is on the job every minute, and was exceedingly successful in greasing the track for the convention.

The Greenwood Floral Co. has one of the finest ranges of greenhouses in the South, and it was an inspiration to the visiting florists to go through this plant and study its up-to-date equipment. One of the most valuable features of the convention was Mr. Kerr's own paper on the value of co-operation in a retail store, but he didn't say anything about that, which was natural. Mr. Kerr is modest himself, but it was pleasant to note his enthusiasm as he exclaimed:

"We have some great men in our state, and these conventions will find us the material by which the florists in Texas will be brought to the front."

Certainly the Southern florists are making a name for themselves. The Tennessee Association earned a large amount of publicity by its progressiveness in putting out a complete printed report of its convention activities, a report that is giving the addresses and papers a much wider circulation than they would otherwise have received. Now the Texas Association is showing the same spirit of energy and activity, all of which speaks well for the business of the florists in the Southland.

GENERAL NEWS NOTES

One hundred thousand dollars of the \$416,000 estate left by the late John A. Bruce, of Hamilton, Ont., will go to the Hamilton Health Association for new buildings and the beautification of its grounds.

Jacob Schulz, for many years a

FARQUHAR'S GIANT CYCLAMEN

Awarded the Gold Medal of the Massachusetts Horticultural Society.

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prominent florist of Louisville, Ky., died recently at the age of 78 years.

The employers of Miss Anne O'Connor, of Johnston Bros., Providence, who sails for Europe August 7, recently presented her with a large black seal traveling bag, while the employees of the concern gave her a seal purse.

John Young, secretary of the S. A. F.

& O. H., is already in Cleveland, and probably will remain there until after the convention.

Nicholas G. Pappas & Co., the wholesale florists of New York, have taken new quarters at 105 West 28th street. The firm will have more room here to meet the rapid expansion of its business.

DREER'S CONVENTION DISPLAY



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AN ENGLISH GARDENER IN AMERICA

The following letter published in an English garden paper is interesting as showing the impressions made by American gardeners on an overseas visitor:

"I have yet to see herbaceous borders and Rose beds as I know them at home, although I do not doubt their existence on some of the larger estates.

"Owners of suburban houses here devote most of their ground to grass, on which are dotted various trees and shrubs.

"Severe winter weather and scorching heat in summer are, I am informed, strong factors operating against successful gardening in these parts.

"The specimens of *Enkianthus* I have seen are quite small. They had become so big that the owner pruned them a year or two ago; but for all that they are charming. They have been in flower some ten days. As to their hardiness it goes without saying for the winters here touch zero and below, I am told. I saw the last of winter disappearing when I arrived on March 23; the snow was two feet to 4 feet deep, forming a solid mass that took a week or more to melt, both here and in New York.

"One of your correspondents is, I notice, worried by *Equisetum* (Horse tail). Here it grows on the banks adjoining the railroad, and reaches out along the swamps and by the streams and rivers—acres of it.

"Speaking of swamps, I pass miles of them daily, and here the mosquitos breed. They are of the small type, but I am told that a bigger species comes later."—*T. A. Weston, New Jersey, U. S. A.*

IRIS ARENARIA

The dolls gave a tea party. They decorated their rooms with the pink-tipped English daisies and the little Johnny-Jump-Ups. Then they wanted some especially lovely flower for their table. They formerly used the Baby-Doll or Tip-Top rose, but it had been so well cared for in the garden that though still retaining its pink color, its creamy petals it had grown too large for them. So one doll said he would go to the rockery and bring from there the little yellow Jonquil *Cyclamens* and the new Iris he had found. "An Iris!" the other dolls exclaimed, "why you will need the dragon-fly to bring it in his airship, it will be too heavy for you to pick and carry." "Not this Iris," the enthusiast replied, "it was made for us dolls." When he returned

with the lovely yellow blossoms to which he had added the white drops of Venus' tears, the other dolls were so pleased that they danced and sang about the flowers and were glad they had their friends to keep festival with them.

This exquisite mite, which really seems to us grown-ups as if it had been grown for the children's and their doll's delight, is native in Hungary. The great flags of the *Iris Pseudacorus* are a joy to behold, but the fairy-like daintiness of this little *Iris Arenaria* should keep it from being forgotten in the study which the new Iris Society has started among us for the flower which includes among its members the *Fleur-de-lis* of France.

M. R. CASE.

Hilcrest Gardens,
July 19, 1920.

DENVER FLORIST IN THE EAST

Dennis J. Sullivan of Denver, Col., is the guest of his mother, Mrs. Margaret Sullivan of 273 Grafton street, Mr. Sullivan arrived in Worcester Wednesday, and yesterday morning called on his brother, Mayor Sullivan, at City Hall and presented him a bouquet of Killarney roses he had brought from his greenhouses in Denver.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

I find the Regal lily in gardens everywhere now, and wherever it is grown it proves an attraction. I think that no lily is better adapted to suburban gardens, even though only a few bulbs can be planted. This was shown the past week or two in Worcester, Mass., where three giant stalks of this lily flowered along the front of the porch at the home of Joseph H. Perry, 276 Highland St. On the tallest stalk there were twelve blossoms and

six on each of the others. They emitted a fragrance which could be detected for a long distance, and a great many people stopped to admire the flowers.

Another Worcester woman who grows these bulbs, but in a larger way, is Mrs. Homer Gage, whose summer home at Iristhorpe, in Shrewsbury, is one of the show places of that section. Mr. Perry's specimens are only a generation from the original bulbs which were brought back from the border-

land of Thibet by Professor E. H. Wilson, of the Arnold Arboretum. So much attention do these flowers attract that almost half a column was given to them in the Worcester Gazette, the writer describing the introduction of the lily as follows:

The discoverer was Ernest H. Wilson of the Arnold Arboretum at Jamaica Plain, who was on one of his periodic exploring expeditions in China, seeking rare plant life for the Arboretum, and especially new lilies, upon which he is an authority. Perhaps he was the first white man to gaze upon the Regal lily. He had traveled 1,800 miles up the Yangtze river and 250 miles beyond up its tributary, the Ming, to the confines of the mysterious Thibet. There, in a narrow, arid valley, 7,200 feet above the



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sea, he found the glorious lily covering with its flowers the valley levels and the precipitous mountain sides.

The scene was one of marvelous beauty. For a brief season in June the lonely, semi-desert region is transformed into a veritable fairyland. His discovery nearly cost Mr. Wilson a leg, for in gathering the bulbs on a rocky slope a boulder fell upon it and crushed it. Being, as he was, hundreds of miles from even the most rudimentary surgical aid, the condition of his injury became most serious before it was treated.

I fear that California is going to suffer even more than some other parts of the country as a result of the exclusion ruling of the Federal Horticultural Board. Professor Wilson, on his trip to India and Australia, expects to find many fine plants which would thrive on the Pacific coast and enrich the flora of that section. In the past the Arnold Arboretum has added many good new plants to the list of those growing well in California, and hoped to provide many more as a result of this expedition. As it is, however, it is not probable that any attempt will be made to send such plants home, however attractive they may be. It is likely that Professor Wilson's discoveries will be sent to England and distributed from there. This is a statement which will not fall very pleasantly on the ears of gardeners and garden lovers in United States who are interested in the horticultural advancement of the country and appreciate what the Arnold Arboretum has done in the past in the way of

making important introductions. It may be that some seeds will be sent here, but the Board rules, I understand, that they cannot be sent by mail and can be admitted only if they come by express, when they are examined by experts of the Board at the port of entrance. It seems rather absurd, however, to think of sending a half ounce of seed in an express package.

The last bulletin of the New York Botanical Garden is an exceedingly interesting document. It is really the fourth edition of a descriptive guide to the grounds, buildings and collections. The fact that it contains 212 pages, besides numerous illustrations, indicates that it contains a pretty complete description of an institution which has gained more than national fame, and is doing a splendid work in the horticultural interests of the country.

The activities of the garden are many and important, and the 400 acres of land which are occupied furnish natural landscape of great beauty and variety. In the herbarium on the upper floor of the museum building is the most extensive and complete collection of the kind in America, comprising as it does the Garden Herbarium and the Herbarium of Columbia university. The latter is one of the oldest collections of its kind in the United States, having been begun by Dr. John Torrey soon after the commencement of the last century. The combined herbariums comprise more than a million and a half specimens.

The greenhouses are perhaps the

most interesting features to the public, but students spend much time profitably in the pinetum which has been carefully developed, and includes a great many foreign specimens. Adjoining is the deciduous arboretum in which are trees covering an even wider range.

I have touched in the briefest way on the contents of the garden as mentioned in this illuminating bulletin, and might go on to write at length about the cherry collection, the rose garden, the lilac garden, the dahlia collection, the water garden, the hemlock forest, the shrub garden, and the many decorative features which are found here and there. A perusal of the Bulletin will give a season of enjoyment only next to that of a visit to the garden itself.

It seems that the Western visitor who recently inspected the gardens around Boston on the occasion of the Convention of the National Garden Clubs on the North Shore did not admit that the estates of the East are any finer than those in the West. At any rate, one writer in a Chicago paper says:

"It is not without satisfaction that we glean from those members of the Garden Clubs in Illinois who are slowly returning from the big general meeting of the National Garden Clubs, in June, that while there are some lovely gardens thereabouts, taken as a whole they do not shake the supremacy conceded by many experts to the gardens near Chicago." The writer then goes on to point out that two of the show gardens around Boston are really owned and directed by Chicago women, Mrs. R. T. Crane and Mrs. James H. Moore. The former place is the one of which Robert Cameron, for many years at the Harvard Botanical Gardens, is now superintendent. Mr. Cameron is doing much to make this the finest place on the North Shore, and has the ability to succeed. After all, though, I do not think it is the purpose of the women to make invidious comparisons, but rather to work in harmony for the building up of horticultural interests throughout the country, each garden owner learning what she can from the work of others.

CONVENTION PROGRAM

Important Matters to be Taken Up at the Cleveland Meeting

The program for the Convention in Cleveland, August 17, 18 and 19 is as follows:

First Day, Tuesday, August 17th.
2.00 P. M.

Invocation by Rev. Roy E. Bowers

Convention called to order by H. P. Merrick, President Cleveland Florists' Club.

Address of Welcome by Adam Graham, Cleveland, Past-President S. A. F. and O. H.

Address of Welcome by Hon. W. S. Fitzgerald, Mayor of Cleveland.

Response by ex-President J. F. Ammann, Edwardsville, Ill.

President A. L. Miller's address.

Reading minutes of the Executive Board.

Report of the Secretary.

Report of the Treasurer.

Report of the Finance Committee.

Report of the Washington Representative.

Reports of the State Vice-Presidents.

Reports of the Standing Committees.

Report of Committee on Development of American Products.

Report of Committee on School Gardening.

Report of Committee on Nomenclature.

The Publicity Committees and the National Flower Show Committee will report at subsequent sessions.

Reports of Special Committees.

Consideration of invitations for selection of next place of meeting.

Miscellaneous Business.

Judging of Trade Exhibits.

First Day, Evening Session.
8.30 P. M.

President's Reception.

The function will take place in the Hotel Hollenden. President Miller requests that this reception be entirely informal. It is suggested, therefore, that the most comfortable clothing will be the most appropriate for the occasion.

Ballot for next place of meeting.

Second Day, Wednesday, August 18th.

Morning Session—9.30 A. M.

Nomination of officers for 1921.

Report of Committee on President's Address.

Address: "Insurance," by J. S. Kemper, Chicago.

Discussion.

Discussion: "A Standard Grading for Roses."

Discussion: "Is uniformity in Prices Possible?"

Discussion of Amendments to Con-

stitution and By-Laws, and voting on same

Afternoon Session—2.00 P. M.

Report of Committee on Publicity, Henry Penn, Chairman.

Discussion.

Address: "Publicity," by Major P. F. O'Keefe, Boston, Mass.

Discussion: "Parcel Post Insurance."

Evening Session—8.00 P. M.

Lecture: "Demonstration of Retail Work—what can be done with Flowers," illustrated by lantern slides. By Max Schling, New York.

Third Day, Thursday, August 19th.

Morning Session—9.30 A. M.

Election of officers for 1921. Polls open from 10 A. M. to 11 A. M., or until all in line have voted. Voting will be conducted under the new system. There will be five voting places, "A" to "D" inclusive; "E" to "K" inclusive; "L" to "P" inclusive; "Q" to "T" inclusive; "U" to "Z" inclusive. Please vote promptly. Only members in good standing can vote.

Report of Judges of Trade Exhibits.

Report of the National Flower Show Committee. By George Asmus, Chairman.

Discussion.

Discussion: "The Fuel Situation." Question Box.

Deferred Business.

Afternoon Session—2.00 P. M.

National Flower Growers' Association.

Meeting for organization.

Report of Committee on Memorials, Michael Barker, Chairman.

Final Resolutions.

Evening.

Bowling Tournament—Time and place to be announced at the Convention.

SPECIAL MEETINGS.

First Day, Tuesday, August 17.

10.30 A. M. Opening of the office of the Ladies' Society of American Florists in Convention Hall. Registration of members.

10.00 A. M. Conference of the National Association of Gardeners.

Second Day, Wednesday, August 18.

9.00 A. M. Annual meeting of the Florists' Hall Association of America.

10.00 A. M. Meeting of the Florists' Telegraph Delivery Assn.

9.45 A. M. Annual meeting of the Ladies' Society of American Florists.

Third Day, Thursday, August 19.

9.00 A. M. Meeting of the College Section of the Society of American Florists and Ornamental Horticulturists.

9.00 A. M. Meeting of the Board of Directors of the American Carnation Society.

AUGUST

A blue haze is over the fields and forests. The grasses have ripened into waves of brown and red or are stacked in ricks, from which the sun gleams back. The bouncing-bets or saponaria are in blossom by the gray stone-walls, near which the red day lilies are already dropping their petals.

The gardens are gay with hollyhocks and bright with red and yellow nasturtiums. Many seeds have already ripened in the gardens. The early apples are beginning to color. Strawberries have given place to raspberries. Parties of blueberry pickers are enjoying the woods and stony fields.

Great clouds are sailing overhead and making pictures in the sky. The expectation of the early summer is ripening into fulfilment. The insects have done their worst in our gardens, and are leaving to us the enjoyment of the flowers. While the trees on which the gypsy caterpillars have been feasting are again growing green.

The exhilaration of the autumn with its harvests of fruits and other crops has not yet come. There is an occasional day when the air has the tonic of September, but as a whole there is a lazy pensiveness about August which brings us peace and rest.

M. R. CASE.

Hillcrest Gardens, July 27, 1920.

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Parsons on The Rose	1.00
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Foundations of American Grape Culture. Munson	2.00
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Bailey's Cyclopaedia of Horticulture, 6 volumes	42.00

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Pick a progressive shop and find out the cause. First, the Golden Rule method, and the desire to co-operate with every movement that will benefit the greatest number. And one of these movements is the present National Publicity Campaign which is being recognized by all as the most worthwhile policy ever undertaken by our society.

Of course, the object of this is to illustrate the types who are constantly doing something locally as well as nationally for a purpose broad in its character and who never shirk their part. Many a florist is generous of heart when a personal call is made for an object broad as our campaign is, but the worth-while contributions coming unsolicited, are from the types of men who can answer YES to the title of this article.

The list of contributors to the National Campaign Fund contain many names that you could answer YES to. Is your name on the list?

HENRY PENN. Chairman.

National Publicity Campaign.

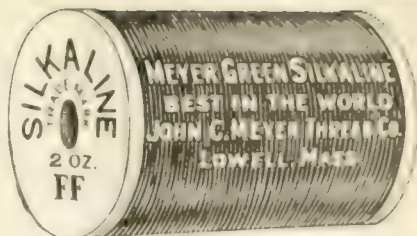
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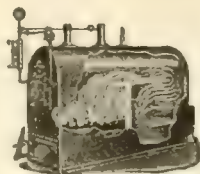
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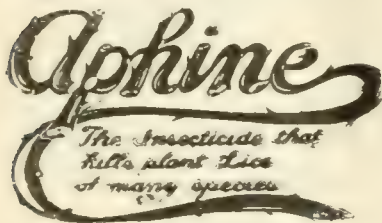
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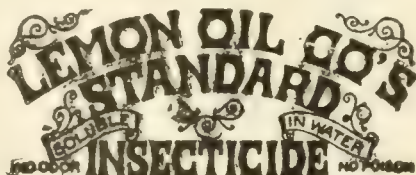
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Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/4 Pint, 30c.; Pint, 50c.; Quart, 90c.; 1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00. Direction on package.

LEMON OIL COMPANY

Dept. 2, 420 W. Lexington St., Baltimore, Md.

can put up his problem to them stating that he wants a decorative signature which shall prove a real asset in his business. He should indicate whether he prefers straight lettering or more ornate lettering and if he wants pictorial effects introduced. The concern consulted will gladly send you sketches from which to make a choice. They may be only in pencil and rather roughly done but they will indicate the result that can be obtained. After your choice has been made and the work finished you can have plates or electros made of different sizes to conform with the size of your newspaper advertising, store literature, etc. It is a pretty good plan to have a large copy made and used outside of the store where it will be before the public all the time thus linking the store directly with the advertising which appears in the papers.

Some stores go so far as to use practically the same design all the time in the borders for their advertising and on their literature and in fact wherever such a decoration is used. A store manager of wide experience is quoted as follows in regard to name plates:

They should never be more than two inches in depth.

They should not be over illustrated, because the constant use of the same heading with the same pictures will grow monotonous.

The illustration feature should not be at all seasonable. It must be non-committal—as apropos in summer as in winter. For, once adopted, it should not be changed.

Lettering of firm name should not be too black, too massive or too aggressive. It will defeat its own purpose and begin to detract from the body of the advertisement.

Make all lettering very, very legible. Avoid script that is too "fancy."

Such hand-lettering must be original, distinctive and different from the general run.

Be very sure, indeed, that the master drawing will successfully reduce to the smallest size needed.

LITTLE TALKS ON ADVERTISING

A prominent advertising man has been discussing in one of the papers the question of store signatures, and it seems to me that this is a matter of special interest to florists. There is no line of business where it proves more profitable to have a signature with which the public is thoroughly familiar and which appears on every advertisement, and on all of the literature, as well as the correspondence put out by the concern. We have only to think of Max Schling, Thos. F. Galvin, Inc., and Henry Penn, among others to realize this fact.

The extent to which the character of a store is judged by the appearance of the lettering used in its copy is surprising, and the possibilities along this line have not occurred, probably, to the average florists. There should be individuality in a store signature, as well as in that of the private individual.

The expert mentioned has collected store name plates from all over the country, and finds that at least 70 per

cent of them are decidedly poor, meaning by that, weak, lacking in character and without artistic distinction. In others the name plates are mere slugs of hand drawn lettering conventional and uninspiring. Finally there is a limited percentage of store name plates that are dignified artistic and lend character to any piece of copy or store literature with which they are associated.

Did you ever stop to think that a name plate is practically a visiting card? It serves as the introduction of the store and its guests. Some stores seem to think that because a certain name plate or signature has been in use for a long time it cannot be changed. To be sure there is some value in long associations and yet if a thing is bad or partly so, there is no reason why it shouldn't be frankly taken in hand and altered.

Probably the fact is not generally realized that there are engraving houses and art studios which specialize in this kind of work. Any florist

MASTICA

For Greenhouse Glazing

USE IT NOW

F. O. PIERCE CO.
12 W. MADISON
NEW YORK



Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty. Lasts longer than putty. Easy to apply.

USE WIZARD BRAND

CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florist's Standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House Order, or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
24 Union Stock Yard, Chicago

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free from Bubbles
Uniform in Thickness

PAINTS and PUTTY

Greenhouse White (Semi-Paste) The Paint Particular Florists Prefer

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
251 Elm Street BUFFALO, N. Y.

CAMBRIDGE

NEW YORK



World's Oldest and Largest
Manufacturers of

FLOWER POTS

WHY?

A. H. HEWS & CO., INC.
Cambridge, Mass.

When writing to advertisers kindly
mention **HORTICULTURE**

CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

BULBS

C. KEUR & SONS, HILLEGOM, Holland.
Bulbs of all descriptions. Write for prices.
NEW YORK BRANCH, 82-84 Broad St.

CANNAS

For the best Up-to-Date Cannas, get new price list. **THE CONARD & JONES CO.**, West Grove, Pa.

CARNATIONS

CARNATION PLANTS, FIELD GROWN
—Ward, Benora, Matchless and other choice varieties; good stuff; but they all say that. We'd rather you'd come and see them growing and be convinced. Stratford is only a few miles out of Philadelphia. Write, wire or phone. **ALFRED M. CAMPBELL**, 1510 Sanson St., Phila.

CARNATION STAPLES

Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. **I. L. PILLSBURY**, Galesburg, Ill.

CHRYSANTHEMUMS

THE BEST

In Novelties and Standard Kinds.
Catalogue on Application.
ELMER D. SMITH & CO.
Adrian, Mich.

DAHLIAS

Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. **JOHN P. ROONEY**, New Bedford, Mass.

GOLD FISH

Gold fish, aquarium plants, snails, castles, globes, aquarium, fish goods, nets, etc., wholesale. **FRANKLIN BARRETT**, Breeder, 4815 D. St., Olney, Philadelphia, Pa. Large breeding pairs for sale. Send for price list.

IRIS

Name	Color	Per 100
Brooklyn	mauve purple	\$4.00
Elizabeth	pale lavender	4.00
Herant	best lavender-blue	4.00
Honorabills	popular yellow	2.00
Khediye	lavender, orange beard	4.00
Pallida Speciosa	dark lavender	3.00
Panchurea	smokey shade	3.00
Queen of the Gypsies	purplish red	3.00
San Souci	canary and brown	2.00
Mixed	all colors	2.00

J. K. ALEXANDER,
East Bridgewater, Massachusetts.

LABELS

Wood labels for nurserymen and florists.
THE BENJAMIN CHASE CO., Derry Village, N. H.

PANSIES

Great variety of finest pansy seeds, just received from our European growers. Rare strains and special Florists' mixtures. Send for wholesale price list. **PATRICIAN SEED CO., INC.**, 4312 Broadway, New York City.

WIRED TOOTHPICKS

Wired toothpicks, green match sticks, labels for Florists and Nurserymen.
LEWIS BROS., Peekskill, N. Y.

WIRE WORK

WILLIAM E. HEILSCHNER'S WIRE WORKS, 264 Randolph St., Detroit, Mich.

Live Sphagnum Moss, orchid peat and orchid baskets always on hand. **LAGER & HURRELL**, Summit, N. J.

Dror's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both barrels are on the same side. Can't twist and break the glass in driving. Galvanized steel with set nut. No rivets or bolts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 50c. postpaid.
Samples free.
HENRY A. DROR,
714 Chestnut Street,
Philadelphia.

FULL
SIZE
NO. 2

Just Out

The Nursery Manual

By **L. H. Bailey**

An indispensable book for every nurseryman. Complete directions for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of **HORTICULTURE** upon receipt of price, \$2.50.

Little Ads. That Bring Big Returns

Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser and advertiser. Anything wanted by florists, gardeners, park and cemetery superintendents, etc., can be sold through this medium. Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.

BUYS SEVEN GREENHOUSES.

Rowlands, the florist, of Whitesboro and Utica, has just purchased five greenhouses from Williams & Kalkof at Sunset avenue and Waverly place, and workmen are now razing them preparatory to their removal to Whitesboro, where they will become part of the Rowlands plant. Williams & Kalkof have discontinued business and a few days ago they disposed of their stock. Dr. W. A. Rowlands then closed the purchase of the houses. Dr. Rowlands has seven houses in operation at Whitesboro at the present time, and from the seven purchased will make five houses which he will add to his business, making twelve in all.

Every Reader of "Horticulture" Needs

DR. L. H. BAILEY'S BRAND NEW Standard Cyclopedia of Horticulture

Six large quarto volumes. More than 3,000 pages. 24 full page exquisite color plates. 96 beautiful full page halftones. More than 4,000 text engravings. 500 Collaborators. Approximately 4,000 genera, 20,000 species and 40,000 plant names.

THE New Standard Cyclopedia of Horticulture has been freshly written in the light of the most recent research and experience. It is the fullest, the newest, the most authoritative of all works of its kind and constitutes the most ambitious attempt that has ever been made to compress the whole story of our horticultural thought, learning and achievement into one set of books. It is both an Encyclopedia and a Manual.

A Few of the Many Important New Features

Key to Identification of Plants This is a device to enable one to find the name of a plant. The name thus found is quickly referred to under its alphabetical location, where full information will be found in regard to it.

Synopsis of Plant Kingdom This is one of the most important features of the new edition. It constitutes a general running account of the classes, orders, and groups of plants, with a brief sketch or characterization of 215 of the leading families comprising those that yield practically all the cultivated plants. These family descriptions give the botanical characters; the number of genera and species and the ranges; a list of the important genera; brief statements in regard to the useful plants; and diagrammatic illustrations.

Illustrations There are 24 colored plates; 96 full page halftones; and more than 4,000 engravings which serve as guides in the text.

The Glossary This is an analysis of all technical terms that are used in the work and in similar works. It comprises botanical and horticultural terms with brief definitions.

Translation and Pronunciation of Latin Names In Volume I is inserted a list of between 2,000 and 3,000 Latin words used as species-names of plants, giving the English equivalent or translation and the pronunciation.

Class Articles Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles: Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

General Index The final volume contains a complete index to the entire work, enabling the reader to locate volume and page of any subject he has in mind.

The complete set of six volumes, bound in decorated buckram, will be delivered to you for only \$6 down and \$6 a month for 6 months, until the full amount of \$42 has been paid. Cash price \$41.

Further Particulars Sent on Request

HORTICULTURE, 739 Boylston St., BOSTON, MASS.

HORTICULTURE, 739 Boylston St., Boston, Mass.
Enclosed find \$6 for which send me the "Standard Cyclopedia of Horticulture" in buckram, and I agree to pay you \$6 per month for 6 months until the full amount of \$42 has been paid. (Or cash with the order.)
Name Address
Reference

Principles and Practice of Pruning

By M. G. KAINS

Lecturer on Horticulture, Columbia University

Few practices in the handling of plants, especially fruit bearing plants, attract so much interest as do those of pruning. The methods are so varied, the results so diverse, and the opinions of growers so apparently contradictory that this subject is always one of the most interesting, and the surest to hold attention and arouse discussion.

Particularly during the last ten or fifteen years when the principles of plant physiology have been more and more satisfactorily applied to plant production and management has interest settled in pruning. During the latter half of this time also more and more investigations and tests have been conducted by experiment stations and other workers to test out methods and principles in the interest of science and for the benefit of growers. The accumulation of such new knowledge has become very considerable especially in the last decade, but it is necessarily so scattered that very few growers have access to it, hence the demand for a book, which shall present the really important features of these investigations as well as set forth the fundamental principles based upon the laws of plant growth.

This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices. The author has spared neither time nor expense in gathering his photographs, each one of which tells its story.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Mature Trees and Odd Methods of Pruning and Training, Rejuvenating Neglected Trees and Practical Tree Surgery.

Profusely Illustrated. 400 pages. 5½ x 8 inches.

Cloth. Net, \$2.00.

HORTICULTURE PUBLISHING CO.

739 Boylston Street

Boston

Plant Propagation, Greenhouse and Nursery Practice

By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of HORTICULTURE at publisher's price, \$2.00.

HORTICULTURE PUBLISHING CO.

739 Boylston Street

Boston, Mass.

HORTICULTURE

Vol. XXXII

AUGUST 14, 1920

No. 7

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.

Winter-Flowering Roses

We have a surplus of winter-flowering roses after meeting our own planting requirements, which we can offer in more or less limited quantities in the following varieties, fine strong plants from 3½ inch pots, OWN ROOT stock:

HOOSIER BEAUTY
AMERICAN BEAUTY
FRANK W. DUNLOP
COLUMBIA

FRANCIS SCOTT KEY
HADLEY
OPHELIA
MIGNON, or CECILE BRUNNER

and the following sorts in GRAFTED stock from 3½ inch pots:

MRS. CHARLES RUSSELL
PREMIER

MRS. AARON WARD

FERNS

NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy Jr. 2½ inch pots, \$2.00 per dozen, \$20.00 per 100; 3½-inch pots, 50c. each; 6 inch \$1.00 each; large specimens, 10 inch \$5.00 each; 12 inch, \$7.50 each.

NEPHROLEPIS ELEGANTISSIMA COMPACTA. 3½-inch pots, 35c. each; 6-inch pots, 75c. each; 8-inch pots, \$2.00 each; large specimens, 10 inch, \$5.00 each; 12 to 14-inch, \$7.50 to \$15.00 each.

NEPHROLEPIS MUSCOSA. 3½ inch pots, 35c. each; 5 inch, 75c. each.

NEPHROLEPIS SUPERBISSIMA. 6-inch pots, 75c. each.

F. R. PIERSON, Tarrytown, N. Y.



Two summer flowers we can recommend, good shippers, good keepers, good sellers—

GLADIOLI

The newer and better kinds of Gladioli, wonderfully well grown in any quantity, all shades.

\$4.00, \$6.00, \$8.00
PER 100

EASTER LILIES

The choicest that can be produced.

\$15.00
PER 100

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

BUSINESS HOURS: 7 A. M. to 4 P. M.; Saturdays, 7 A. M. to 1 P. M.

Send for Price List

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK
117 W. 28th St.

PHILADELPHIA
1608-1620 Ludlow St.

BALTIMORE
Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

SWAINSONA

FERNS

FUCHSIAS

LANTANAS

WHITE HELIOTROPE

Our price list for August is being mailed. We have one for you, if it does not reach you promptly let us know and one will be mailed.

Our pot grown Boston Ferns are in good shape.

4-inch	\$3.60 per doz.	\$25.00 per 100
5-inch	5.40 per doz.	40.00 per 100

White Swainsona for winter blooming. Fuchsias and Lantanas, assorted; Heliotrope, Mad. de Blony, white, Chieftain, lilac. Strong plants, at \$3.75 per 100.

R. Vincent, Jr., & Sons Co.

WHITE MARSH, MARYLAND

Henry H. Barrows FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY
CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood Best Created Fern

4 inch pots, extra heavy, \$25.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE, PENN., U.S.A.

Robert Fyfe, Pres. Antonio Witzner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

CEDAR ACRES Gladioli and Dahlias

Booklets Free

B. HAMMOND TRACY, INC.,
Wenham, Mass.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street

BOSTON, MASS.

Burpee's Seeds Grow

Wholesale Price List for Florists
and Market Gardeners

W. Atlee Burpee Co.
Seed Growers Philadelphia

When Writing to
Advertisers Please
Mention
HORTICULTURE

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN

The front cover page of "Judge," issue of August 7, designed by that noted artist, James Montgomery Flagg, has for its subject "Say it with Flowers." The drawing depicts a beautiful girl offering to a very meek and mild looking young man what many who have seen the page at once believe to be a sprouted onion, although the large scroll caption is plain enough. "Say it with Flowers." Of course, it is not an onion; no girl would have an onion as part of her corsage bouquet, and from her bouquet her gift is evidently drawn. We do not know what the artist intended it to be, but we are prepared to identify it as the "Poet's Narcissus," and its presentation to the young man intended to check a desire for something better than mushy poetry. Why, indeed, should he not "Say it with Flowers" to such a beauty, instead of expressing himself in fervent verse. Why the lady is giving him a sprouted bulb is, of course, her affair—she might have meant that he could grow to "Say it with Flowers."

Anyway, the mystery, if mystery it be, has set a lot of people thinking, and, very naturally, our slogan is uppermost in their thoughts. That's where we come in. We have a dozen or more letters before us, from florists who also are puzzled, they want to know whether the sketch is a "boost" or a "knock." We have no right to expect anything serious from a humorous paper, therefore, we do not consider it a "knock." We may not have interpreted the sketch aright, but, anyway, you buy a copy, "pay your money, and take your choice."

But we have all along contended that no matter how it is used, the slogan shows up for itself. It has been used in the "funny" departments of our newspapers constantly, showing its appealing slogan. Does anyone know of another slogan taken up as ours is? It has been the object of our Publicity Committee to make the slogan a "household" phrase. Who shall say that the humorists are not helping us to this end. Some of the world's biggest advertisers have not hesitated to use humorous matter in

HYACINTHS TULIPS NARCISSUS CROCUS

Catalogue and Special Prices
on Application

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

SUPREME BRITISH SEEDS

Get our prices for delivery from
1920 Harvest on all lines of
GARDEN and FARM ROOT
SEEDS.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

Cables: "Kelway Langport."

PAPER WHITES, LILIES, TULIPS, HYACINTHS, NARCISSUS and OTHER FALL BULBS

Write for prices

AMERICAN BULB CO.

175 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS

RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's
Fund for Market Development, also "Say
It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES
shipped now or later from cold storage
from New York, Denver, Chicago and
London (Canada).

FOR JULY-AUGUST SHIPMENT
SEEDLING FERNS in FLATS, all
varieties.

FOR IMMEDIATE SHIPMENT
BAMBOO STAKES

Natural and Green in all sizes—both
domestic and Japanese.
Write for prices stating your require-
ments.

McHUTCHISON & CO. 85 Chambers St.
NEW YORK

CRAIG QUALITY PLANTS

Our Trade Exhibit at the Cleveland Convention in 1896 was awarded a Certificate of Merit. We have missed but two convention displays since that time. Our 1920 Trade Display will be the largest and best we have ever made, featuring

Crotons, Dracaenas, Pandanus, Ferns (all types), Cyclamen, Begonias, Erica, Ficus, Oranges, Heather, Etc.

Visit our booth at the S. A. F. and O. H. Convention in Cleveland and we will be pleased to see you. We feel sure that you will be satisfied with the quality of our stock. See any of our representatives.

ROBERT CRAIG COMPANY

4900 Market Street

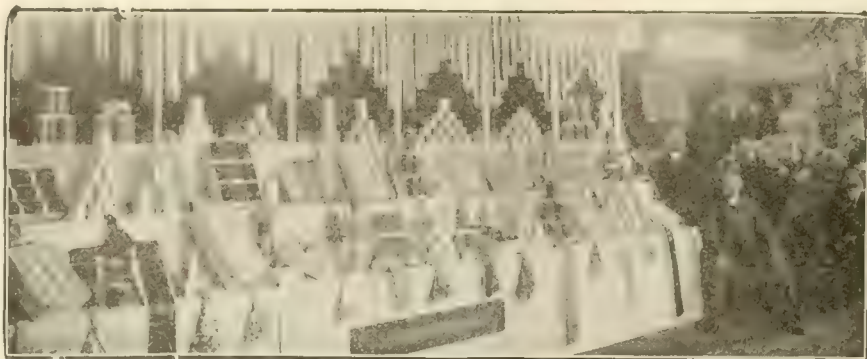
Philadelphia, Pa.

After September 5—NORWOOD, DELAWARE CO., PA.

SPECIAL NOTICE

Our representatives are now calling on the flower trade with a superb line of Fancy Baskets in all shapes and sizes made especially to our order and representing the latest color ideas and most up-to-date patterns.

Also the same in Exclusive Ribbons and other florists' supplies. This is a good time to make your arrangements for the new season now approaching. Drop us a line and our representative will call.



Those attending the Convention at Cleveland are cordially invited to inspect our Exhibit there and get an idea of the line of goods we handle



S. S. PENNOCK COMPANY

THE WHOLESALE FLORISTS OF PHILADELPHIA

NEW YORK
117 W. 28th Street

PHILADELPHIA
1608-1620 Ludlow Street

BALTIMORE
Franklin and St. Paul Streets

WASHINGTON
1216 H Street

EXCLUSIVE FLORISTS RIBBONS AND SUPPLIES

their advertisements. Many of us can remember that glorious copy put out by the Pear's soap people, showing a disreputable tramp writing a testimonial about the soap, "I used Pear's soap three years ago, and have not used any other since."

We gain, no matter how the slogan is used. It is a wonderful piece of work and is worth all the money the florists can spend on it. Many other industries would just like to have a slogan which draws as ours does. Do you think they would hesitate to back it up with millions of dollars? We do not seem to be able to collect the really small sum of \$100,000 to carry out a campaign which we know would give us returns in millions. Just think of this, Mr. Nonsubscriber—you stand in your own way while you do not subscribe.

JOHN YOUNG, Secy.

43 West 18th Street,
New York.

THE CLEVELAND CONVENTION.

At the Thursday morning session of the Convention, James H. Herron, a noted engineer and expert in boiler plant efficiency, will give a talk on "Boiler plant efficiency, and how to effect fuel economies." This subject

is one of great importance to all florists operating greenhouses, as the fuel problem is one occasioning much worry at the present time.

JOHN YOUNG, Secy.

Many of our members at the close of this present week will be on the eve of starting for the convention city of Cleveland. Several, no doubt, are already on the way. Judging from the reports received, there is every reason to believe that the attendance at the convention will be very large.

The matter of hotel reservations has had splendid attention from the local committee, and everybody will be comfortably housed.

I wish personally to thank all who have arranged to honor the convention through their presence, and it is my fervent hope that they will enjoy their visit and return home the better for having taken the journey. Our Cleveland brethren are sparing no effort to make our stay in their city most pleasurable, and, without doubt, all of us can make it profitable through what we shall see and learn of interest to us in our respective lines of business.

The fifth city assures us a most hearty welcome, let us in return give

our brethren there the biggest convention of our society on record.

A. L. MILLER, President.
Jamaica, New York.

CLEVELAND CONVENTION TRADE EXHIBITION

The following are additions to the list of exhibitors previously published: Acorn Refining Co., Cleveland, O.; Foley Greenhouse Mfg. Co., Chicago, Ill.; Klus, B. H., Anderson, Ind.; Lindley Box & Paper Co., Marion, Ind.; Pierson, F. R. Tarrytown, N. Y.; Quincy Art Willow Ware Co., Quincy, Ill.; Rugowski, John K., Manitowoc, Wis.; Shaw & Co. L. S., Cleveland, Ohio.

JOHN YOUNG, Secy.

43 West 18th Street, New York

MANY FLORISTS

Add New Department TO THEIR BUSINESS

A decided trend in recent enrollments in our Correspondence School has developed the fact that Florists are awakening to the great possibilities in Landscape Architecture and Gardening. Let us tell you how you can start a complete, well equipped department to handle this business.

American Landscape School

7 H, NEWARK, NEW YORK

PENNSYLVANIA FLORISTS ENJOY THEMSELVES

Frank M. Ross entertained a party of about 50 of his florist friends at his farm on the Neshaminy near Doylestown on Saturday afternoon and evening August 7. A ball game between the De Gour Veterans and Sam Lilly Babies was a feature of the afternoon. The line up and score follows:

DE GOUR'S VETERANS	SAM LILLY'S BABIES				
Roth, c	Swan, c				
Cox, p	Lilly, p				
Kennedy, 1b	Culbertson, 1b				
De Gour, 2b	Faust, 2b				
Reinhardt, ss	Jamison, ss				
Gaul, 3b	Giles, 3b				
Bradley, lf	Rodack, lf				
Bernheimer, cf	West, rf				
Hamilton, rf	Philips, cf				
De Gour, cf					
Lilly's Babies.....	1	2	2	0	
De Gour Veteran's..	1	0	2		

A thunderstorm stopped the game at the fourth inning. The excellent batting of Ralph Faust and the fine pitching of Samuel Lilly were high points in this spanking match while it lasted.

There was a lively swimming race which was enjoyed by many. The distance was 50 yards and the winners were: Frank M. Ross, first; Eugene Bernheimer, second; Ralph Faust, third.

The under water test for time was won by Bernheimer. The fat man's race was won by Faust, Lilly and Bernheimer in the order mentioned. After the sports were over the guests on their way by lively marching music. Mrs. Ross officiated at the piano and her lively welcome was heartfelt and cheering. A sumptuous repast was done ample justice to and the balance of the evening was spent in dance and song. Everybody went home feeling happy and joyful and extended their heartfelt thanks to Mr. and Mrs. Ross for a glorious afternoon and evening. Or to put it in the homely vernacular of Al. Swan "that man Ross certainly did show us a swell time."

The McCallum Company of Pittsburgh is to hold its annual picnic today, August 14th, at Riverview Park. Among the events planned is a concert by the newly organized glee club.

Vice-president Ben Miller of the American Bulb Company, Chicago, is now on his way to Holland to look after the company's interests in getting over a large bulb supply.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail **NORTH ABINGTON, MASS.**

PLEASE YOUR CUSTOMERS
by furnishing them with
**Framingham Evergreens, Trees,
Shrubs and Roses**
FRAMINGHAM NURSERIES **Framingham, Mass.**

We Have on Hand the Largest Stock of
BOXWOOD **RHODODENDRONS**
All Shapes Parsons' Hardy American Seedlings
1,000 BAY TREES All Sizes
MONTROSE NURSERIES
N. F. MCCARTHY CO., Props.
Nurseries: "MONTROSE" Wakefield Center, Mass. Office and Salesroom: 112 Arch St. BOSTON, MASS.

THE ST. MARTIN STRAWBERRY
WITH A NEW RECORD
The Newport Horticultural Society has just awarded it First and Second prizes, and a Silver Medal, making seven consecutive years of prize winning for this now famous Strawberry.
Potted plants during August and September at \$5.00 per dozen.
LOUIS GRATON, **Whitman, Mass.**
Originator and Introducer

CLEVELAND CONVENTION
Visitors to the Convention who make their journey in their own cars may keep their cars in the garage building, on the ground floor, where there will be plenty of accommodation.
All exhibitors should have their copy for signs in the hands of the Secretary without delay, so that the signs will be in readiness when the exhibition opens.
Orders for exhibitors' tables should also be sent in ahead of the time required. The tables are 10, 12, 14 and 16 ft. long, and the rental is \$1.50 each.
JOHN YOUNG, Secy.
Hollenden Hotel, Cleveland.

If interested in
**Christmas
Heather**
communicate with yours truly
A. L. MILLER
Jamaica - New York

PRIMULA

OBCONICA

CHINENSIS

MALACOIDES

OBCONICA, Separate colors or mixed

CHINENSIS MIXED. 2¼ inch pots, \$7 per 100; \$60 per 1,000.

Ready Now. Raised from Selected Seed

CINERARIA, Half Dwarf Mixed, 2¼ inch pots, \$7 per 100; \$60 per 1,000.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

Little Talks on Advertising

R. H. Kennedy of Dayton, O., is not a florist, but he understands the art of advertising and there is no retail florist who cannot glean valuable information from the following remarks on the subject:

"To be easy to understand," he said, "an advertisement must be made of simple words, short sentences and few ideas. Big words and involved sentences will not be read. The purchasing public does not care how well educated you are—it simply wants to know what you have to sell—its quality and its price.

"For many people to read it, an advertisement must be set in plain type and must be uncrowded and unfused by needless cuts, borders and ornaments. If an advertisement tells of but one line of goods it may catch the eye, but if it is crowded with many ideas the chances are that it will not be read. It is not the number of articles you advertise that counts, but the number of persons that come into your store to buy the goods you have advertised. I do not mean that if you have a large space you should use it to tell of one article. A half page or a page advertisement is really a collection of smaller advertisements to each of which the principle stated should apply. Each should tell of but one line of goods.

"Curlicues in type and elaborately designed borders are not desirable. Use simple type and plain borders. In order to respond to an advertisement people must be able to read it easily,

be able to understand it easily, and receive a firm impression easily, favorably and definitely.

"To give individuality to your advertisements it is well to have a specially designed nameplate for the name of your firm or store.

"Make your advertisement different. Do not copy what other people say. Put your personality into them. Tell your story about your goods just as you would tell it in the store.

"Cuts are good if they really illustrate, but a bad cut is worse than none at all. Do not use a cut that is not just what you want, simply because you can get it from a syndicate cheaply. If you want a syndicate to plan your advertising be sure to get individual attention. Ready-made advertisements do not always apply to your particular business and will not get results for your store. To make a favorable impression, advertisements must have an attractive appearance, by having a symmetrical form, attractive lettering and appealing illustrations.

"In preparing your advertisements write them out as best you can and then say the same thing in half as many words.

"To make a firm impression an advertisement must be devoted to one main subject and all subordinate items separated. An advertisement may be made attractive by contrast in type sizes, strong head lines and few of them and massed white space. Effective headings may be used to tell the story or to capture attention only.

"Your advertisement should take the reader over the five steps of selling: Attention, interest, desire, confidence, action. Some people sometimes only glance at advertisements. If the head-

ings are schemed to make a complete impression, the advertisement gets both the 'glancers' and the 'readers.' Illustrations must be suited to the subjects—they cover the ideas of the text. Desire must be stimulated by attractive details; but it is mostly aroused by pictures. Variety is one of the best means of keeping interest in your advertisements. Change your offerings.

"As a general rule it is well to give prices in your advertisements. If you do not give them the reader may assume that the price is high. If you are advertising high-grade goods, place the emphasis on the quality and mention the price in an incidental way.

"Be absolutely honest in your advertising. Occasionally sell goods below cost, but do not overdo the below-cost sale. Everybody knows that business cannot be conducted on that basis.

"Your advertising is your store news. If you haven't any, make some changes frequently and keep the store up to date.

"Do not spend a few dollars in advertising and then say 'Advertising doesn't pay.' Advertising does pay, as attested by thousands of merchants over the country who have become successful through its judicious use. It may take a little time to secure maximum returns, but if you make it a continuous part of the policy of your store you will not be disappointed by the results.

"Select your advertising medium carefully. Its value, to a certain extent, depends upon the goods you sell and the conditions under which you sell them. Except for the small store serving a district in a city, more people can be reached easily, oftener and at less expense by newspaper advertisements than in any other way. The merchant who is not using them is missing a great opportunity."

HORTICULTURE

Vol. XXXII

AUGUST 14, 1920

No. 7

THE TALK OF THE TRADE

The S. A. F. convention is about to start and all indications now point to one of the most successful conventions ever held by the National society. Cleveland is an ideal city to visit in many ways,—easy to reach and, regardless of what one plans to do when he goes to the convention, whether it is business, sightseeing or a combination of the two, we are assured of a satisfactory visit. The Park System of Cleveland alone is worth the trip. About fifteen hundred acres are taken up in parks, the most important of which are Monument Park right in the city, and then the chain of parks connected with drive-ways and boulevards including Doan Park, Gordon Park, Rockefeller Park and the small Lake View Park.

Besides the parks as an item of interest, there are ample opportunities for water trips, and pleasant excursions can be made for either short or long distances by boats, thus avoiding unpleasant railroad travel.

The florist who wishes to visit greenhouses will have plenty to interest him such as the Bate Bros. range at East Cleveland, the Friedley Company, J. M. Gasser Co., and a short distance from Cleveland the Storrs & Harrison Co., and Merkle Bros. and Carl Hagenburger at Mentor. There is also the large range of glass under the name of Adam Graham & Son founded by an ex-president of the S. A. F., Adam Graham. The above-mentioned include only part of a number of very successful and prosperous florists in and around Cleveland.

Everyone who has either visited Cleveland or reads the trade papers knows well that this city can boast of a crop of retail flower stores equal to any in America.

Secretary Young has been on the ground in Cleveland since July 27th, and everything has been whipped into shape now in preparation for the opening day. We are told that hotel accommodations will be well taken care of. Many of us can remember the disagreeable experiences in Detroit, and it is pleasing news for us that this trouble will not be gone through with this year. The program for the convention assures everyone of plenty of interesting matter, both in



LATEST PICTURE OF PRES. MILLER

of business and recreation; and in the way of sports, the bowling match promises to be a hotly contested battle. Cleveland is out to show the visiting bowlers something about the game, so watch for a good fight.

There is sure to be a large trade exhibition in Cleveland as space was taken up early and for the full amount that was available. It appears now that Cleveland will have the opportunity to set a new record for business



JOHN YOUNG
Secretary of the S. A. F.

at the convention, as there is a grand chance to break any previous mark set.

Samuel Goddard, of Framingham, started for the convention with a light heart because he had seen his coal bunkers filled to the top shortly before. Like all of the other growers around Boston, he had felt more or less uncertain, and was very happy when the coal showed up. The price of \$14.00 a ton didn't tend to increase his happiness. Still he wasn't making any complaints, when I saw him last. Indeed, if anything, the smile for which he is famous was a little broader than usual. He told me that a number of other growers were also getting their supply at the same figures. I understand that Mr. Strout, of Maine, was able to make an arrangement with a nearby manufacturing concern by which he gets his coal for less than \$12.00. Strout, however, always was a lucky chap. Certainly his arrangement seems like a fortunate one to other Maine growers who are paying anywhere from \$14.00 up. Still, it isn't the price that counts this year. It's the fact of having the coal.

I have not been surprised to hear that Mr. Richard M. Wyman has now become the proprietor in fact of the Framingham Nurseries. It seemed inevitable that he should become the full owner. For the last five years he has been managing the Framingham place, and has had a pretty free hand so that a change of ownership does not mean much as it might if some outsider were buying in. Mr. Wyman is making a name for himself as an enterprising grower of novelties. He believes that within a certain definite limit the work of growing the newer things for the trade can be made profitable, as well as doing a good turn for the garden lovers of the country. Much depends upon a man's ability to forecast what are going to prove popular and salable items. I suppose that a good nurseryman has the natural faculty of smelling out worthwhile novelties wherever they may be, having a fifth sense which is somewhat akin to the newspaperman's proverbial nose for news. Mr. Wyman says:

"I am not making any attempt to grow all the latest things, nor even

the majority of them, but we have here many of the later introductions. Although some have not as yet reached salable size. In the course of another year or two we shall have these novelties to sell. At any rate, we are laying particular stress on the rarer and more desirable sorts, including the various dwarf evergreens, new dwarf shrubs and interesting ornamental trees."

There are slightly under 400 acres of land in the Framingham Nurseries property, of which nearly 250 acres are under cultivation, containing some of the prettiest blocks of ornamentals of the kinds demanded by leading landscape architects and discriminating retail buyers, which we have seen for a long time. There is no doubt about Dick Wyman making a success out of this venture. This will be almost a foregone conclusion, considering the training he has had, but he has already had time enough to demonstrate his ability.

From what I learn, the most prominent buyers in this country are still at loggerheads with Japanese growers in regard to prices on *Lilium Gigantum* for November delivery. Certainly, commission men and dealers in this country have been unable to get any prices from the wholesalers, and those who understand the situation are not surprised at this fact. The Japanese growers, it appears, have not yet come to terms with American importers. Seemingly their cupidity is overshadowing their business acumen. At any rate, they are asking more money than the importers feel inclined to pay, and not until this situation is adjusted and some sort of a compro-



J. J. HESS
Treasurer

mise agreed upon will the bulb market become fluid.

Nurserymen are likely to find the new barge canal in New York helpful in solving their transportation troubles. Recently the canal boat Fred W. Barth arrived in New York with 500 tons of nursery stock. This in itself is a practical demonstration of the canal. The Fred W. Barth made its initial trip under charter to the New York & Western Canal line and docked at Pier 6, East River, which is a New York State covered pier equipped with all modern devices for expeditiously handling stock.

I understand that this concern is making an unusual effort to prove to nurserymen and seedsmen that the new barge canal can actually perform the service for which the people of New York have already contributed over \$160,000,000. At any rate, Edward S. Walsh, superintendent of Public Works, expedited the trip of the Fred W. Barth by issuing instructions all along the line to see that the boat was despatched without delay. Certainly the firms to which the cargo is consigned felt very much pleased with results.

William H. Elliott, the famous rose grower of Brighton, Mass., and Mad-

bury, N. H., is having a beautiful time in California, according to all reports which I hear. He loves to hike and is getting all of this enjoyment he wants through his membership in the Sierra Club. I am told that a party of three hundred composed of men and women members from all parts of the United States, started from Lake Huntington, Fresno County, for their journey to



J. F. AMMANN
Ex-Officio

Sweet Pea Seed

For Early August to December Delivery

Hand-Rouged Hand-Picked Hand-Threshed

FOR GREENHOUSE USE

If you have been troubled with badly mixed Pea seeds, or immatured seed that does not grow, try our hand-picked seed.

PINK SHADES

	Oz.	1/2 lb.	1 lb.
Mrs. A. A. Skach.....	\$0.75	\$2.00	\$4.00
Miss Flora Labing.....	.75	2.50	5.00
Belgian Hero.....	1.00	2.50	5.00
Rose Queen (Genuine)...	1.50	6.00	18.00
Rose Queen Greenhouse Seed.....	3.00		
Louise Gude Greenhouse Seed.....	3.00		
Morning Star (Genuine)...	1.00	3.00	10.00
Yarrowa (Australian)...	.75	2.50	8.00
Mrs. Wm. Sim Orchid....	.75	2.50	9.00
Miss Louise Gude.....	2.00	7.50	25.00
Mrs. Paul Dasha.....	3.00	10.00	
Early Empress.....	1.50	5.00	15.00
Apricot Orchid.....	.85	3.00	10.00
Fordhook Pink.....	.85	3.00	10.00
Fordhook Rose.....	1.00		10.00
Early Song Bird.....	1.00	3.00	10.00
Early Melody.....	1.00	3.00	10.00
Early Spring Maid.....	1.00	3.00	10.00
Zvolanek's Rose.....	2.00	6.00	18.00
Gertrude Welch.....	3.00	10.00	30.00
Morning Star.....	1.00	3.00	10.00
Cherry Ripe.....	2.00	7.00	25.00
Exquisite.....	1.50	5.00	15.00
Daybreak (Burpee).....	1.50		17.00
Primrose.....	2.00	6.00	17.00

LAVENDER AND BLUE

	Oz.	1/2 lb.	1 lb.
Lavender Orchid.....	\$0.75	\$2.50	\$8.00
Mrs. Chas. A. Zvolanek...	2.00	6.00	20.00
Early Lavender King....	1.50	4.00	14.00
Early Zephyr.....	1.50	4.00	14.00
Spanolin, Lavender....	1.00	15.00	
Early Heather Bell.....	1.00	3.00	10.00
Zvolanek's Blue.....	2.50	9.00	30.00
Zvolanek's Pale Blue....	2.50		30.00
Blue Bird.....	1.50	5.00	15.00
Blue Jacket.....	1.50	5.00	15.00
Marquis.....	1.50	5.00	15.00

WHITE

Watching Orchid.....	\$3.00	\$10.00	\$30.00
Bridal Veil.....	.85	3.00	10.00
White Orchid.....	.75	2.50	8.00
Venus.....	.75	3.00	10.00
Mrs. M. Spanolin.....	.75	2.50	8.00
Snowstorm.....	1.50	5.00	15.00
Daintiness.....	1.50	5.00	15.00
Zvolanek's Red.....	2.00	6.00	
The Beauty.....	1.00	3.00	12.00
President Wilson.....	1.00	3.00	10.00
Concord Red.....	1.00	3.00	10.00
Britannia.....	3.00	10.00	35.00
Early King.....	1.50		18.00
Christmas Pink Orchid...	1.00	3.00	10.00
Pink and White Orchid...	.75	2.50	9.00

C. U. LIGGIT

Wholesale Plantsman

Bulletin Building

PHILADELPHIA



BENJAMIN HAMMOND

the high Sierras. One hundred and fifty pack horses, twenty caretakers, five cooks and several guides accompany them. Fifteen miles are covered in a day and at night they camp in the open, using sleeping bags for cots.

The trip is not only a health producer, but sensational, and highly educational as naturalists, geologists and historians are among the travelers.

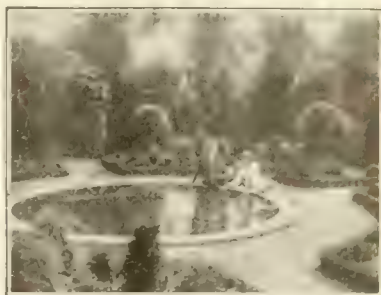
The height of 12,000 feet has been reached by the party and places 14,000 feet high have been seen.

During his stay in California, Mr. Elliott has delivered two lectures before the Sierra Club. He will return to his home on Crescent avenue in December.

Asters are now showing fine form, and are one of the most important flowers on the market at present. The chrysanthemum-flowered type is to be had, besides a number of other good varieties, so that the selection to choose from, from big to little and for all purposes, is both abundant and excellent. Gladioli were never better. Magnificent, large flowered spikes, in all colors, forms and markings. A vast improvement on the old types common only a few years ago. Roses are not

so plentiful; but enough for the demand. Of course there are no Beauties to be seen around, as they are off crop at present. Russells and Columbias are very fine and the first cuts of Pilgrim—the new one sent out this season by Montgomery—are arriving and meet with much favor. It is a beautiful, rich, bright pink in color, and has long well formed buds that are very attractive. The fragrance is also very pronounced, and those who have tried it say it is a splendid keeper after being cut, as it takes water freely. It looks as if this was a good one, in all respects, both for the grower and retailer. There are very few carnations to be seen around; but the asters take their place nicely—so they are not so much missed. Belladonna is in good shape among the delphiniums, and there are a number of the new hybrid type also coming—some of them of dark and luscious shades of blue and splendid form. These meet with much popular approval. Dahlia are beginning to appear; but it is rather early yet for them. Among the minor items in good supply at present are cosmos, coreopsis, sweet sultan, and Zinnias.

Friends of Rudolph Fischer in the East will be very sorry to hear of the fire which recently did a large amount of damage to his plant in San Gabriel, Cal. Mr. Fischer, as the trade well knows, is the originator of the Freesias Purity, Fischerii and splendens, all of which have had a wide sale. It seems that the fire started near the bulb shed and after consuming the latter reached the barn which was also wholly destroyed. It then jumped to the greenhouses and burned four of them. There were ten houses in all but six of them were saved by herculean effort on the part of the employees with the assistance of neighbors. A great amount of stock was lost, including freesia bulbs, among them all the planting stock of Purity for next season. In spite of this loss, Mr. Fischer is to be congratulated on the fact that he had two good patches of Fischerii and splendens left in the field.



BOX-BARBERRY BORDERED GARDEN

MAKE A LEADER OF
BOX-BARBERRY
IN YOUR **1921 Cat.**

Many of the leading firms already have booked with us for their stock.

Write for Terms

The Elm City Nursery Co.
WOODMONT NURSERIES, INC.
NEW HAVEN, CONN.

Notice of Annual Meeting

The Annual Meeting of the Florists' Hail Association of America, will be held at the Ninth Garage, Cleveland, Ohio, at 9 o'clock a. m., on Wednesday, August 18, 1920, for the purpose of electing four Directors, and the transaction of such other business as may come before the meeting.

JOHN G. ESLER, Secretary.

When writing to advertisers kindly mention **HORTICULTURE**

"FRANK H. DUNLOP"

We are now catching up with our orders, and now offer for immediate delivery:

5000 F. H. Dunlop, 2½ in. own root, per 1000.....	\$300.00
3000 F. H. Dunlop, 2½ in. grafted, per 1000.....	375.00
5000 Columbia, 2½ in. own root, per 1000.....	150.00
1000 American Beauty, 4 in. own root, per 1000.....	200.00
1100 Hoosier Beauty, 3 in., per 100.....	15.00
300 Maryland, 3 in., per 100.....	15.00

CHARLES H. TOTTY COMPANY
MADISON - - - NEW JERSEY

HORTICULTURE

Established by William J. Stewart in 1904

Vol. XXXII

August 14, 1920

No. 7

PUBLISHED WEEKLY BY
HORTICULTURE PUBLISHING COMPANY
 739 Boylston Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor.

ADVERTISING RATES:

Per inch, 30 inches to page..... \$1.25
 Discount on Contracts for consecutive insertions, as follows:
 One month (4 times), 5 per cent.; three months (13 times), 10 per cent.; six months (26 times), 20 per cent.; one year (52 times), 30 per cent.
 Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Everything is set for the big convention at Cleveland, and if the weather conditions are satisfactory, the event should prove an unqualified success. Cleveland is an unusually accessible city, and geographically situated so that it is reached without undue expense from both the West and the East, as well as from the South. Moreover, it is filled with florists who are exceptionally enterprising, business-like and hospitable. Not only will the visitors receive a hearty welcome, but they will be able to learn much from visits to the establishments in and around Ohio's leading city.

As has been said before, many believe that the choice of August as a convention month is a poor one, and undoubtedly the attendance would be larger if the meetings were held in a somewhat cooler period. A number of prominent faces will be missed, and this will be the excuse given. Now that the conventions are getting to be real business sessions rather than an opportunity for social getting together, it is probable that this matter will receive further discussion.

It is customary to have one or two specially good speakers on the program, but it is hard to fill a hall for the purpose of hearing a set address when the thermometer is playing tag with the century mark.

Coal situation New England florists are getting their coal. It's costing them a pretty penny, but they are getting it, which is the important matter.

Several of the largest growers around Boston already have their bins full. Others have a promise of speedy delivery. It's costing them about \$14.00 a ton, however. Contracts were made on the basis of less than \$10.00, but the dealers could not keep them. Coal is even reaching the florists of Maine, but the price there is heart-breaking. In Bangor it is now \$20.00 a ton for soft coal. The fact that coal is coming in in reasonably plentiful quantities shows that the Boston dealer who was quoted in these columns some months ago as feeling sure that the coal would come, knew pretty well what he was talking about. Anyhow, those florists who accepted his assurance and refused to get unduly worried have had the best of the matter. Farther west, a different state of affairs exists.

Owing to labor difficulties plus railroad troubles, the coal shortage persists, and it is not surprising that florists are becoming seriously troubled over the outlook. Still, there seems to be a general improvement in deliveries, and now that the government has awakened in a measure to the extremity of the situation, there are reasonable hopes that coal enough will show up before bad weather sets in.

Anything which signifies the getting together of men engaged in the different branches of horticulture is worth at least passing notice, for the greater the co-operation in all branches of the trade, the greater will be the effectiveness of the several publicity works and the specific efforts of each to better business conditions.

These remarks are apropos of plans which are under way on the Pacific coast for establishing closer business relations between the nurserymen, seedsmen and florists of Puget Sound district. Recently fifty delegates attended a meeting at the Chamber of Commerce Building in Seattle for the purpose of discussing this whole proposition. As was stated at that meeting, nurserymen, seedsmen and florists, while their interests are much the same, have often worked at cross purposes, while co-operation is the most necessary requirement.

Another subject that was taken up was the working out of plans to foster the growing of nursery stock on Puget Sound. As a result of the action of the Federal Horticultural Board, aided and abetted by conditions resulting from the war, it is found difficult to obtain the supplies necessary, and this lack is likely to grow greater unless some attempt is made to fill it. Consequently, florists and nurserymen alike are looking to a greater development of plant growing on the Pacific coast, and probably will take some definite move to encourage work of this kind, which is almost vital to their existence.

A personal touch A business may get so large that it is impossible for the proprietor to keep anything like a personal touch with his customers. This is not true, however, with the average florist, and the extent to which a florist can keep in direct contact with the men and women who buy regularly at his establishment is to a considerable extent an index to his business success. When an old time customer drifts away there usually is a reason, and oftentimes a personal talk will reveal a cause which can be removed and restore the confidence and patronage of the customer. There is one florist who makes a point of keeping himself familiar with the countenances of the people who buy in his store, and who seldom fails to note the fact if one of these customers does not appear for a week or more. In that event some sort of action is taken to investigate. Possibly a telephone call is made or a pleasant note dispatched, or it may be that one of the boys is sent out to learn whether the customer has moved or is on a vacation. Not infrequently this man meets in the street a customer whose face he has missed, and with characteristic directness inquires if anything is wrong. In nine cases, out of ten, he gets a straight from the shoulder reply, and very often he learns that the fault lies with some clerk in the store who by tactless word or lack of attention, or possibly by selling stock not up to the mark, has incurred the customer's displeasure. Sometimes a difficulty is discovered in this way which would probably not come to the proprietor's hearing for many months except for such a direct method of approach. To a large extent customers are like plants. They must be cultivated in order to get best results, and there are few lines of business where it is easier to form an intimate contact than in the florist business.



We will be represented at the convention by J. H. Rockman, A. F. Eilers and D. J. Keohane, who will be glad to give any information they possess that might be helpful.

The House of MICHELL

Extends a cordial invitation to every florist, seedman, nurseryman and others to visit their Philadelphia establishment 518 Market Street within one block of Independence Hall and their nurseries at Andalusia, Pa. 16 miles from Philadelphia.

You will find there up-to-date establishments, where a reputation for thoroughness, progressiveness and reliability has made them famous in the horticultural and agricultural world.

Our warehouses at 518 Market Street, 509, 511 and 513 Ludlow Street, are well stocked. Our nurseries at Andalusia will no doubt interest you. There are over fifty acres devoted to the growing of Hardy Perennials, Cannas, Dahlias, Roses, etc. There you will have an opportunity to see the famous "Oaks of Andalusia," one of which is reputed to be from 800 to 900 years old, and the finest, most perfect white oak in Pennsylvania, if not in the United States.

We anticipate the pleasure of your visit and personal acquaintance.

MICHELL'S SEED HOUSE, Philadelphia

516-518 MARKET STREET

NATIONAL FLOWER GROWERS' ASSOCIATION

The following is a list of delegates chosen to represent their various districts at the organization meeting at the National Flower Growers' Association to be held in Cleveland, Ohio, August 19, 1920.

Chicago—W. J. Keimel, Peter Pearson, Paul E. Weiss, George Ball and Joseph Kohout.

St. Louis—W. A. Rowe, W. J. Pilcher, George F. Deutschman, Jules Bourdet and William Winter.

Boston—George Elliott, Alfred Potts, Thomas Roland, Herman Bartsch and S. J. Goddard.

Philadelphia—E. A. Harvey, H. J. Faust, R. A. Craig, J. H. Thompson and James Heacock.

Springfield, Ill.—E. C. Gullett, W. J. Heimbrecker, F. L. Washburn, Phil. J. Dant and James Cole.

Cleveland—Carl Hagenburger, Ed. George, S. C. Templin, George Bate and H. P. Knoble.

New York—A. L. Miller, Joseph Manda, W. R. Pierson, A. M. Henshaw and Robert Simpson.

Western New York Growers' Association—C. F. Trichler, Conrad Galley, C. T. Gunther, B. S. Meyers and H. B. Brookins.

Indianapolis, Ind.—E. H. Mann, A. Rasmussen, A. F. J. Baur, L. E. Hitz and Joseph Hill.

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Flowers Under Glass

Apparently the calla is once more coming into its own, and there are indications of a good demand for them the coming season. This applies both to potted plants and the callas as cut flowers. To have them flower early the callas should be started now. You should take off the old soil and put up in five inch pots, using three parts of fibrous loam and one part of well decayed cow manure, with, of course, plenty of good drainage. Set the plants in a cold frame now, until the first of December. If you find any which are soft and flabby, or on which spots of decay show, discard them promptly. It is a good plan to use only fresh roots this year. Callas like plenty of water when they get well started, yet it is easy to over water them, especially at this early stage. They make their roots slowly, and an over abundance of water is harmful.

There should be no further delay in sowing pansies for next year. Indeed, many of the market gardeners who make a business of growing pansy plants for sale in the cities, start the seeds in July. You can get good plants from seed now, though, either in beds about four feet wide, and covering them with straw in winter, is generally followed.

The seeds of English daisies and forget-me-nots can also be sown now. You can get good results by putting them in frames, even roughly made frames, in which there is soil that has been made fine and light on the surface by the addition of leaf mold and sand. Myosotis dissitiflora is a good forget-me-not to plant for early blooming. It is also a good plan to have a few giant flowering varieties of Bellis. Perhaps the demand for these English daisies is less than it used to be, yet it is necessary to have them on hand. When the little plants are large enough to handle, set them about four inches apart. They will go

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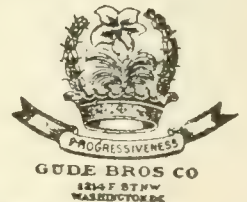
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through the winter with a very little protection.

Prompt measures should be taken to get the carnation houses refilled and most growers are busily at work at the present time. It pays to take time by the forelock if the houses are to be carried forward in good shape. The carnation is a plant which responds very quickly to moisture, and seems to give especially good results when it gets its first moisture from fresh soil. It would be preferable, therefore, to have new earth in the benches rather than to apply water. Some good growers follow the practice of not dipping the roots in water at all, but planting them just as quickly as they can. It should be noticed, though, that such growers always have their fields close to their houses so that the plants are out of the ground only a short time. If more than six hours must elapse before the plants can be reset, they should invariably be dipped in water.

This is the time to sow primroses in order to have them blooming well from February and on until Easter. You can figure this out for yourselves because it usually takes about seven months from the time the seed of primulas is sown until the plants are in flower. Use shallow boxes or seed pans, and fill them two-thirds full of light loam, leaf mold and sand. The seed germinates rather slowly so that it is a good plan to soak it for twenty-four hours before planting. One good result of this practice is to secure more even germination than would otherwise result. Also make certain that you have fresh seed. This is of the utmost importance. In about six weeks the young seedlings will be ready for pricking out, and you will find it a good plan to use flat boxes or seed pans for them rather than pots. A good soil can be made of one part common loam and two parts peat. By the time the plants have three or four leaves they will be ready for potting up in small pots which can be done without setting them too deeply. Then if the primulas are placed in a frame where they can have plenty of air, they will make rapid growth.

GENERAL NEWS

John Smith, a florist of Port Chester, N. Y., is erecting two new greenhouses, which are demanded by his expanding business.

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NATIONAL GARDENERS' ASSOCIATION

The following is the program for the Annual Convention of the National Association of Gardeners to be held at the Marquette Hotel, St. Louis, Sept. 14, 15, 16.

Tuesday, Sept. 14

- 10 a. m.—Executive meeting of the Trustees and Directors.
- 2 p. m.—Convention convenes.
Address of Welcome, Dr. George T. Moore, director of Missouri Botanical Garden.
President's address.
Secretary's report.
Treasurer's report.
Report of committee on Service Bureau Publicity Fund; committee on Quarantine bill No. 37; committee on School Gardens; committee on Interesting Young Men in the Gardening Profession; committee on Co-operation with Federal Vocational Board.
Communications and resolutions.
Consideration of next meeting place.
General discussion.
- 8 p. m.—Illustrated Lecture on "Rock Gardens," Montague Free, Brooklyn, Botanic Garden.

Wednesday, Sept. 15.

- 9 a. m.—Unfinished business.
Nomination of officers.
Subjects for discussion:
Examination for and classification of gardeners.
Inducements for Young Men to Take up the Gardening Profession.
- 2 p. m.—Subjects for discussion:
The Threatened Food Crisis; How Can the Gardeners and Their Association Assist in Relieving It? Will Farmerettes Solve the Problem of Help Shortage on Country Estates?
The Sign Board Nuisance Defacing our Highways; How Can it be Combated Effectively?
General discussion.
- 8 p. m.—Shaw Banquet.

Thursday, Sept. 16.

- 9 to 9.30 a. m.—Polls Open for Election of Officers.
Unfinished business.
- 10 a. m.—Adjournment for inspection of St. Louis' Park System, and visits to Missouri Botanical Garden and Country Estates.
- 8 p. m.—Annual banquet.
Members should communicate with George H. Pring, Missouri Botanical Garden, St. Louis, for hotel accommodations without delay.
Members who cannot attend the convention, and may have ideas or suggestions to be brought to the atten-

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tion of the convention, should communicate with the secretary at his New York office before September 1.

Amendments to By-Laws.

Notice of proposed amendments is here published as called for by the By-Laws.

To amend Article 2, by adding two

sections (Section 7 and Section 8) as follows:

Section 7. Applicants for active or associate membership shall be passed on by a membership committee to consist of the secretary and any two members of the executive board, on whom the secretary shall be authorized to call, to pass on applications. An ap-

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plicant for active membership must provide the membership committee with complete record of his gardening experience and references as provided for on the application blanks.

Section 8. The executive board, or its authorized committee, shall have the power of refusing to admit an applicant to membership, and shall be empowered to expell from membership any one guilty of unprofessional conduct or other conduct, calculated to reflect adversely on the association. The executive board shall be under no compulsion to give any reason for its action in refusing an applicant to, or expelling a member from the association, either to the individual concerned or to the association.

To amend Article 3. Section 1, by making the dues \$5.00 a year instead of \$3.00 a year as now provided.

To amend Article 3. Section 3, by making the dues for life membership \$50 in place of \$25 as now provided.

The following estate owners have recently become sustaining members of the association: Adolph Lewishon, Ardsley, N. Y.; Joseph P. Day, Short Hills, N. J.; Samuel Untermeyer, Yonkers, N. Y. Mrs. Henry C. Frick, Prides Crossing, Mass.; Mrs. Payne Whitney, Manhasset, L. I.; Childs Frick, Ros-

lyn, L. I.; W. H. Truesdale, Greenwich, Conn.; Miss Grace E. Arents, Richmond, Va.; Mrs. William A. Read, Purchase, N. Y.; John T. Pratt, Glen Cove, L. I.; Mrs. W. Bayard Cutting, Oakdale, L. I.; Mrs. W. D. Guthrie, Locust Valley, L. I.; Charles A. Sherman, Oyster Bay, L. I.; Mrs. R. M. Thompson, Southampton, L. I.; Miss A. B. Jennings, Fairfield, Conn.; Mrs. G. B. Douglas, Cedar Rapids, Iowa; H. D. Roosen, Greenlawn, L. I.; Mrs. F. W. Upham, Golf, Ill.; Gov. R. L. Beeckman, Newport, R. I.; Cleveland H. Dodge, Riverdale, N. Y.; C. Oliver Iselin, Glen Head, L. I.; Mrs. Harold I. Pratt, Glen Cove, L. I.; Mrs. John Henry Hammond, Mt. Kisco, N. Y.; Mrs. J. A. Spoor, Pittsfield, Mass.; Charles A. Bradley, Convent, N. J.; Mrs. F. A. Constable, Mamaroneck, N. Y.; Mrs. F. F. Prentiss, Cleveland, Ohio; Mrs. Lewis L. Dunham, Madison, N. J.; A. B. Dick, Lake Forest, Ill.; A. Albright, Jr., Maplewood, N. J.; Mrs. Coleman du Pont, Great Neck, L. I.; Mrs. William P. Hamilton, Sterlington, N. Y.; Benjamin Stern, Roslyn, L. I.; Mrs. Julius McVicker, Larchmont, N. Y.; Otto H. Kahn, Woodbury, L. I.; Pierre S. du Pont, Wilmington, Del.; Prof. C. S. Sargent, Mass.; Hubert T. Parson, West End, N. J.

NEWS NOTES

The engagement is announced of Miss Cecelia Roth Gross of Hartford, Ct., to Harry Quint, well known as a florist of Boston, and now connected with the Quint Tire Co. Miss Gross is prominent in Hartford society and her picture was published in the Hartford papers in connection with the announcement of her engagement.

Miss Edna Brown has opened a greenhouse at New Lebanon, N. Y., and is not only growing flowers but some vegetable plants as well.

Henry A. Wheeler, a resident of Newtonville, and prominent as an orchid grower, recently passed away at the New England hospital. He was the head of the firm of Wheeler & Co., conducting greenhouses in the Waban section of Newton for the cultivation of orchids and had grown a great many rare plants

Boston is to bloom out in its old-time tulip display next year. It is said that 27,500 bulbs for planting in the Public Garden, Boston Common, and other parts of the park system have been contracted for by the park department. The contract was placed with the F. H. ...

RAMBLING OBSERVATIONS OF A ROVING GARDENER

I am pleased to learn that many gardeners are growing a greater variety of asters. Some of the newer single asters in delicate colors have much to commend and are especially useful for cutting. The Aster Southcote Beauty representing a new race has become exceedingly popular across the water and is being grown to some extent here. This type, with long, perfectly formed petals and small golden yellow centers is ornamental wherever used, and it has long stiff stems often from 12 to 20 inches in length. There are some very delicate and wonderful shades of blue and pink, as well as pure white.

So far this year I have not seen many very good asters. Possibly the weather has not been conducive to the growing of these flowers and better results may be expected a little later. I am sure that the aster remains in as high favor as ever and that many cut blooms will be seen at the fall shows.

The Massachusetts Horticultural Society has already issued preliminary schedules of prizes for the great exhibition of roses and other plants to be held next April. This show promises to be an event not surpassed by any ever held at Horticultural Hall. There will be beautiful rose gardens with displays of rose plants, and appropriate accessories.

Artistic arrangement and general effect will be considered in making awards, of which there will be two, one of a thousand dollars and one of five hundred dollars. An arbor arrangement of climbing roses will bring awards of one hundred dollars and fifty dollars. An arch arrangement of climbing roses provides another competition, with prizes of seventy-five and forty dollars. All the other awards for roses are worth striving for. Besides the roses, there will be a great display of orchids, the awards including a special prize of a silver cup valued at five hundred dollars and offered by Albert C. Burrage.

I think there never has been a season when the hollyhocks have bloomed more gorgeously. Unfortunately they are beginning to show the bad effects of rust, probably as a result of weather conditions. It seems impossible to control this trouble, once it gets a foothold, although it helps much to grow the plants in new ground and to start



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them each season. Apparently there is a renewal of interest in the hollyhock. In any event, it has been planted with great freedom this year, and it deserves all the popularity it is likely to attain, because it is one of the most useful as well as among the hand-somest of all garden subjects.

One of the English papers speaks about the enormously increased cost of getting exhibits to and from the shows. The same conditions obtain in this country, and are likely to have a certain effect upon the number of exhibits made. It would seem as though it might become necessary to increase the value of the prizes offered in order to keep up the interest, especially for shows where exhibits have to be shipped a long distance.

In his paper at the Conference in New York to discuss the quarantine Mr. Albert C. Burrage of Boston said some things I liked, among them these:

The government, people, horticulturists and horticultural societies of Massachusetts recognize the fact that the United States government, the United States Congress, the Department of Agriculture and the Federal Horticultural Board are seeking to foster and advance the horticulture and agriculture of the whole country, and that they are not trying to help any one interest at the expense of other interests.

We do not protest against the law or the quarantine. Still less do we

question the motives or intentions of those who framed the law or the quarantine of those who are enforcing them.

We do earnestly protest against what the Federal Horticultural Board, itself, calls its drastic provision, some of which we maintain are wasteful, inefficient, unsound and dangerous.

We do ask that the regulations of the quarantine and their enforcement shall be reasonable, effective and humane. We do ask that quarantine regulations of the government, acting for the benefit of the whole people, shall be conducted in the right way. We ask that the United States Government, with all its power and wealth, shall handle the business part of this subject in a business way, the sanitary part in a scientific way, and the human part in a humane way.

Massachusetts, with limited area and a very large and dense population, has a negligible amount of agriculture, almost wholly confined to the tobacco of the plains of the Connecticut Valley, the cranberry bogs of the sandy Cape district, the apple orchards of the hillsides, and the scattered hay meadows.

The wealth of Massachusetts lies in her people, in her institutions of learning, and in the manufacturing industries which she maintains in spite of her remoteness from coal fields and raw materials and the limited water power within her borders. She is enabled to keep her people and her industries here because of the unusually irregular topography of the state and its attractiveness for homes. The

covered, rocky and sandy hills. Massachusetts does want to protect her horticulture and she believes in quarantining against injurious diseases and insects; but she, long ago, found it necessary to act for the improvement of her horticulture and particularly to obtain trees, shrubs and other plants, which would advance and extend her horticulture and beautify her ground, making still more attractive her cities and towns.

Ninety years ago she established the Massachusetts Horticultural society, which consists of over a thousand members and which is believed to be truly representative of the horticultural interests of the state.

Nearly 50 years ago, within her borders, was established the Arnold Arboretum, the botanical department of Harvard College; and here a vast amount has been done for the horticulture of the whole country.

And Massachusetts, during a long period, has enacted many laws, seeking not only to improve agriculture, but also to protect and carry forward the science of horticulture in the broadest way.

We want protection against future danger to our horticulture and agriculture and to that of the whole country, but we do not want to be prevented from safely importing those trees, shrubs and plants which do not carry dangerous diseases or insects and which will give assistance, comfort, and pleasure to our people.

In this state, if we find a person who may possibly have smallpox coming into the port of Boston from a foreign shore, we do not send him through the streets of Boston in a crowded street-car, and then in a crowded railroad car to a contagious-disease building in the Berkshire Hills, a hundred miles away, in order to determine whether or not he has smallpox, and if he has, to keep him there until he is fumigated and recovered from the disease. We believe that the place to quarantine against dangerous disease is at the threshold, that is, at the port of entry, and we do it here and not in the Berkshire Hills.

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George Watson's Corner

"You in your small corner and me
in mine."

Big improvements are the order of the day at the Pennock Building at 16th and Ludlow street, Philadelphia this summer. Up to this year the main floor and basement have had to suffice for both the cut flower market and the ribbon and supply department. The second and third floors have been rented out to other businesses. But that policy has had to be abandoned and the whole building will now be occupied by the Pennock Company.

A new and larger cold storage plant is being installed in the basement covering all the latest, and most up-to-date scientific wrinkles, many of which are quite revolutionary as compared with the systems in vogue five or ten years ago. The balance of the basement floor is devoted to the storage of wire work, packing boxes, and various other supplies.

The street floor will be devoted to the various sales departments of the cut flower market and the cold storage rooms connected therewith. The main office will remain on the southern end of this floor, as at present, but will be given more room.

The ribbon and supply department will be moved to the second and third floors and the private office of the manager will be moved upstairs. The new show rooms, for the ribbons especially, has been long needed, and will be a great convenience both for customers and salesmen.

Florists baskets are also a big feature and there will now be ample

opportunity to show the new and improved styles for which this house has become famous all over the country. The basket department was small up to ten years ago, but it has grown to be of first importance, especially since 1914, and it is now the leader in the market for style, quality, and workmanship.

We congratulate the company on all these ocular evidences of prosperity here in Philadelphia, and wish them large and continued success. We understand that similar improvements in cold storage installment have been completed in their New York Store, 117 West 28th street, and that it also is up-to-the-minute in all the latest devices. Their Washington Store at 1216 H. street, will get the same equipment during August and September. The Baltimore Store at Franklin and St. Paul street, already had cold storage improvements, so it can consider itself the pioneer in this march of progress—the Progress of Pennock—the leading wholesale cut flower house of Philadelphia—and one of the largest—if not the largest—in the country.

Sometimes it is well to mention an old favorite, as well as once in a while to enthuse on the novelties. This was forcibly impressed on us by a visit to a friend's home at Chestnut Hill one day, when he pointed with pride to a fine climbing shrub he had against a wall twenty feet up—like ivy, but with small leaves, and producing in the fall red berries that last a long time. *Evonymus vegetus* is a very attractive shrub, and can be used as a climber. It is a form of *radicans* and perfectly hardy.

The nurserymen spell this: "*Euonymus*"—but Bailey says it's an ancient Greek word, and is spelled with a "v." So it's another case of spelling it "with a v Samivel—spell it with a v." And spelling of "*Samivel*" reminds us that Samuel S. Pennock says a fine lot of this *vegetus* has been grown by the

Conard & Jones Co. and that they are making a specialty of it. So any one who wishes to get a few nice plants of this, may take the hint.

Where shall we go to get anything inspiring? Where shall we go to get a new thought? A new idea? How can we make some money? Never mind about our eternal salvation. The present is enough for us. How can we make some money? Give us a new idea. In the olden days all these new ideas were born over a friendly Macpherson. Even the traditional self-reserved Macpherson, began to get human after the second, and if there was anything worth while in the neighborhood he'd tell you. But now. You can't even have a first, let alone a second. Which is the reason for the query—where can we get anything inspiring? Frank Ross, who has just returned from a Saginaw trip says try Quebec. He called there and he says its some city. Inspiration there is as heavenly as it ever was on the Gramplan hills or the highest mountains of Kentucky and you can put pep in your system and your business; think up new ideas; invent new methods and make yourself a leader in the world just as the Almighty meant you to be, instead of jumping around Sanson street in Philadelphia, and spending your time wondering when they are going to mend the crack in the Liberty Bell. The old bell was busted once, so the question is shall it remain busted? If we mend it where it should be mended it will not be in Quebec but in Washington. And to reach Washington we've got to start from home, every state in the Union from Maine to California. Listen to this: "The minimum of government and the maximum of individual responsibility; that is Charles A. Dana's definition of democracy.—Waco Times-Herald. The founder of the New York Sun had a head on him even if he did come from Boston.

EDWARD REID WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin N. Y.

10,000...\$2.50 50,000...\$11.00 Sample free.
For Sale by Dealers

GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.



Henry M. Robinson Co.

55-57 West 26th Street
and 430 Sixth Avenue

Telephone:

Farragut 13 and 3180

For All Flowers in Season Call on

THE LEO NIESSEN CO.

1201 Race St. Philadelphia, Pa.

CHARLES E. MEEHAN

WHOLESALE FLORIST

9 South Mole Street

Orders and Consignments Solicited

PHILADELPHIA

When Writing to
Advertisers Please
Mention
HORTICULTURE

HENTZ & NASH, Inc.

Wholesale Commission Florists

55 and 57 West 26th Street

Telephone No. 755 **NEW YORK**
Farragut

From his crop inspection tour on the 28th ulto. He reports Freesias in California very much under the average. Annual Ball report to be made soon.

J. D. Eisele, president of the Henry A. Eisele Co., will be on an extended vacation trip to the far West on the 3rd inst.

Edwin J. Fancourt of the S. S. Pen-nock Company took his family to the shore for a vacation on the 31st ulto. They are at present located at Ocean City.

Henry F. Michell and family have been summering at North East Harbor. Fred Michell, and Fred, Jr., with their families, are inhaling the sea breezes at the former's residence, Avalon, N. J.

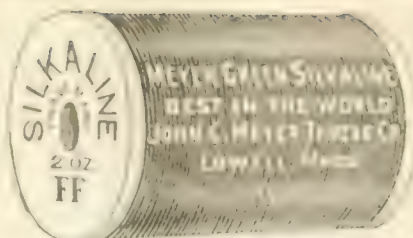
Captain Clement of Hempsted, N. Y., has issued invitations to his Annual Clam Bake at Long Branch, August 21. John Burton, E. H. Flood and one or two others are among the lucky recipients, in the horticultural line, from the Philadelphia locality.

Mrs. S. S. Pennock and family of Lansdowne are summering at West-erly, R. I. Papa Pennock takes a run down for the week-end once in a while.

Samuel H. McClements of Pittsburgh was a recent visitor and was the guest of Samuel S. Pennock on the 7th inst. in an auto excursion out to the palm grower at Wissinoming. Charles D. Ball and other points of interest. Mr. McClement has been on vacation up Thousand Islands way, and looks well and hearty.

"Fertility of initiative and genius of originality" are the modest merits attributed to David Storrie by the HORTICULTURAL TRADE JOURNAL of Eng-land. The scribe who wrote that ought to get in the advertising business. His talents are wasted in the plebian pursuit of reporting a trade conference. We take our hats off to him. And we trust brother Storrie has the grace to be still blushing a little.

The greenhouses at 100 North La Salle in Broadway, Chicago, are being dis-mantled. They were formerly owned by F. E. Thompson and have yielded many valuable plants. The green-houses are to be re-erected at the es-tate of F. S. Peabody in Hinsdale. The J. C. Moninger Co. are doing the work.



Be sure and get Meyer Threads and take no other.

WM. P. FORD Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut

Call and Inspect the Best Establishment
in the Wholesale Flower District.

E. G. HILL CO.

Wholesale Florists

RICHMOND, IND.

Please mention Horticulture when writing

REED & KELLER

122 West 25th St., New York

Florists' Supplies

We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
Florists' Requisites

THE KERVAN CO

Fresh Cut Decorative Evergreens

Highest Standard of Quality. Largest
Stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies

119 W. 28th St., - NEW YORK

FUTTERMAN BROS. Wholesale Florists

CONSIGNMENTS SOLICITED

101 West 28th St., NEW YORK CITY

Telephone, Watkins 9261

WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

UNITED CUT FLOWER CO., INC.

111 W. 28th St., New York
D. J. Pappas, Pres.

FRANK J. REYNOLDS CO. Wholesale Florists

Boston Co-operative Flower Market
260 DEVONSHIRE STREET
BOSTON, MASS.

MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS
Consignments Solicited

Hardy Fancy Fern Our Specialty

4 RANDOLPH ST., DETROIT, MICH.

THE BOMBER OF Unequalled Fuel Economy

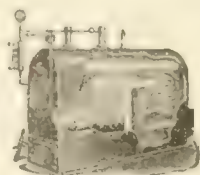
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 466 W. Erie St.
CHICAGO

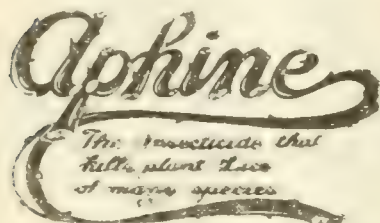
When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.



The Recognized Standard Insecticide.
A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

SOLD BY DEALERS

Aphine Manufacturing Co.

MADISON, N. J.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/2 Pint, 30c.; Pint, 50c.; Quart, 90c.;
1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.90; 10 Gallon Can, \$20.00.
Direction on package.

LEMON OIL COMPANY

Dept. S. 420 W. Lexington St., Baltimore, Md.

ing apparatus and greenhouse structures—Robert Simpson, Clifton, N. J.; Jos. H. Hill, Richmond, Ind.; E. Allan Peirce, Waltham, Mass.

CLEVELAND LOCAL COMMITTEES

If you want any help, advice, assistance or information when at the Cleveland convention, look up a member of the local committees. The members are as follows:

General chairman—Carl Hagenburger.

Finance—H. P. Knoble, H. P. Merri-
rick.

Trade display—Charles Schmidt.

Hotels—James A. McLaughlin.

Entertainments—Frank Retzenthal-
er, Robert Weeks.

Decorations—C. W. Kent, Raymond
Kester, John Kirchner.

Bowling—Charles J. Graham.

Transportation—George Bate.

COMING EVENTS

Cleveland.—S. A. F. and O. H. annual convention, Aug. 17, 18, 19. Sec'y, John Young, 43 W. 18th st., N. Y.

New York.—American Dahlia Society, annual exhibition, Pennsylvania Hotel, Sept. 27, 28, 29. Sec'y, E. C. Vick, 205 Ellwood ave., Newark, N. J.

Indianapolis.—Florists' Telegraph Deliv-
ery, annual convention, October (second week). Sec'y, Albert Pochelon, 153 Bates st., Detroit, Mich.

BOSTON'S CONVENTION PARTY.

The following are the Boston mem-
bers of the S. A. F. who are planning
to attend the convention:

S. J. Goddard, Thomas Roland, Geo.
T. Elliott, E. Allen Peirce, Frank Ed-
gar, Herman Bartsch, Geo. Butter-
worth, Edward Welch, Messrs. Mac-
Donald and Dolansky, Wm. Sim and
Mr. and Mrs. B. Hammond Tracy.

The party will not go as a body.
Several of the men plan to leave Sun-
day night to join the New York delega-
tion, while others will leave Boston,
Monday, going direct to Cleveland.

A TOPEKA FLORISTS' SCHEME

According to a newspaper item, W. A. Bollinger, proprietor of The Rosary, a flower shop at Topeka, Kansas, has hit upon a new and very original advertising scheme. The plan is to provide a special room which has a seating capacity of about twenty-five, and quiet restful surroundings where the wedding ceremony may be performed. It seems that Mr. Bollinger has guaranteed that all weddings carried out in this room will be weddings de luxe, so far as flowers are concerned, it being his purpose to provide not only the best of his blooms, but also a bunch of flowers for the bride to carry which will excite the envy of all other Topeka damsels. It is stipulated, of course, that the flowers must be purchased from him. Mr. Bollinger seems to be a keen business man, and his arguments are not without weight. He says that church weddings are exceedingly costly, and that many persons cannot afford them because of the expense of the decorations. By accepting his offer, they can have as

elaborate decorations as may be desired, without extra expense. Mr. Bollinger figures out that he will get a large amount of publicity from the idea, although the weddings will be conducted, of course, with entire privacy. According to the newspapers, Mr. Bollinger, doesn't hold the matter wholly as one of business, but also feels a certain sentimental interest in the plan. I am sure that florists in other cities will be interested to see how the scheme works out.

TRADE EXHIBIT JUDGES

The following have been appointed as judges of exhibits in the Trade Exhibition:

Sections A, B and F. Plants, cut flowers, bulbs, seeds and garden requisites—Irwin Bertermann, Indianapolis; Fred. Meinhardt, St. Louis; Geo. Bate, Cleveland.

Sections E and G. Florists supplies, and miscellaneous exhibits—Chas. Russell, Cleveland; R. C. Kerr, Houston, Tex.; E. A. Feters, Detroit.

Sections C and D. Boilers and heat-

RESURRECTING DEAD DEBTS

Some Suggestions for the Florist Who Has Difficulty in Collecting Accounts

Where is the florist having a business of any proportions who does not possess a private graveyard wherein are buried an assortment of dead accounts which he has charged off to profit and loss? Like any other business man, the florist is bound to be stung. Perhaps, in fact, he is more apt to be stung than the average man in business because he deals in what the public terms luxuries, and the ordinary man does not feel very badly if he strains his account at a florist's shop.

Still a large proportion of the florists' losses might be obviated if the right methods were followed. Of course, the bill collector is a familiar gentleman, and is employed to a large extent. Sometimes, however, he costs more than the value of the collection to be made, and it is quite possible to do a large amount of collecting in a very successful way through the aid of Uncle Sam's mail service. A system has been worked out very fully by a Charleston concern and is described in the Retail Public Ledger. From the moment the debt is contracted, the concern holds, the debtor is a prospect—that is, a prospective payer.

"Never let the prospective payer forget that he or she owes you," is the

guiding principle. "Persist in advertising the debt until the prospect is won over."

Instead of waiting until the first of the following months, as many stores do, bills for purchases are mailed within a few days after the transaction. By this method prompt payment is secured from that blessed class of customers who pay their bills promptly and who would otherwise wait until the first.

In the Mails Promptly

Promptly on the first of the month statements of accounts are mailed to all customers on the books, the statements showing all balances and debits and credits of the preceding month. Most stores, of course, send out statements on the first, but the Charleston store makes it a point to mail the statements on the first day of the month and not on the second, the third, the fourth or the fifth day. In this way it keeps ahead of the competition of the statements that are mailed out later. It advertises the customer's debt before other creditors advertise.

Thenceforth the debtors are regularly reminded of their debts until the accounts are paid, or it is realized that they are so hopeless and worthless that a boll weevil seems like a silk worm in comparison. This does not mean that indiscriminate and incessant dunning is employed. Not at

all. Customers are given ample time to pay and only perfunctory reminders, such as regular statements or polite, meaningless letters, are sent at healthy intervals. This advertising for payments must be as unobjectionable as dunning can possibly be.

It is not until the account shows signs of neglect that special efforts are made. The problem then resolves itself into one of writing individual letters that will do the work. Here the fascinating part of the "advertising" campaign commences. The debtor is tackled first from one angle and then another, and it will be discovered by all creditors who persist that it is a terrifically hard-boiled customer who cannot be in some manner reached. The vulnerable spot is there except in very unusual cases. It may be in a hidden recess in the conscience, or it may lodge in the debtor's sense of pride or dignity.

Perhaps a unique attempt at reasoning may achieve the desired effect or a subtle appeal to the temperament may do the work. Even the customer who has been so indulged by other careless creditors that ordinarily he is impervious to requests for payment, can be won over. That weak spot must be discovered by the collection man. Persistence, combined with an inquiry into the occupation, general circumstances and nature of the customer, will eventually perform the miracle.

The secret may lie in a campaign of attrition. Here is a letter that succeeded after several other letters had failed to bring a favorable response from a customer who disputed a portion of the account, but had made no effort to pay any of it.



GEORGE ASMUS
Chairman, National Flower Show
Committee



WILLIAM F. GUDE
Washington Representative



HENRY PENN
Chairman, Publicity Committee



Gold Medal awarded at
Panama-Pacific Exposition
1920

Sold by Seedsmen
of America



Hammond's
"SLUG SHOT"

Cleans out the

Sow Bug



OR

Wood Louse
IN GREENHOUSES

HAMMONDS
SLUG SHOT

First made in 1880
Thrip Juice 1883
Grape Dust 1886
Copper Solution 1888

HAMMOND'S
Paint & Slug Shot

Beacon, N. Y.

In Use Since 1886.
HAMMOND'S
GRAPE DUST

Registered in U. S. Patent Office.
KILLS MILDEW - INDOORS AND OUT.

Now, in regards to your "Grape Dust," I must say that when I first heard of it I had but little faith in it, because I had tried all the remedies for Mildew I had ever heard of, but they were of little value. It seems that my location favors Mildew especially. When other Florists are but little troubled, my houses are generally well covered with the Mildew, so when I sent for the first keg of "Grape Dust" my Roses were almost worthless, but since using the "Grape Dust" my Roses are the "Picture of Health." F. J. A. SCHAEFER, Newburgh, N. Y.

"Dear Sir—This is the last letter we intend to write to you about your account. (Here, of course, the debtor, expecting a stern ultimatum, pricks up his ears.) If you do not pay, we will simply charge the amount off to profit and loss, forget all about it, and pray for better luck the next time. In view of your claim in reference to the extra material, we have offered to accept half the amount in full settlement, but you have seen fit to make no response.

"Unless you pay voluntarily we would have no resort save to law, but we prefer losing every cent of the account in preference to taking such a step. We have always prided ourselves on the fact that our customers are of the kind that do not need legal persuasion. We leave it entirely up to you.

"Yours very truly."

For some unaccountable reason, it happens that lawyers, usually on the alert to collect accounts turned over to them, are slow in paying their personal bills, exhibiting at times procrastination that would seem more appropriate to other professions.

At the same time, few professional men have more pride and dignity than

members of the legal profession. Thus a lawyer who was permitting his account to drag on without settlement was induced to pay by a letter asking that if he was unable to pay the entire account, would he be so good as to pay a portion, if possible? Promptly came back a check in full, to show doubtless that he was able to pay in full. Professional pride and dignity had to be vindicated.

"If your neighbor borrowed five pounds of sugar from you, and did not pay it back, you could appreciate how we feel in not receiving payment for goods purchased from us," was the vein of a cheery little note that induced a housewife to pay.

"Study the prospect," then, seems to be the chief need in tackling an account that is getting aged, just as we are told to study the prospects in advertising for patronage and purchasers.

"Don't ever give up an account for dead," states an official of the Charleston company, "until all signs of life have disappeared. Keep an obituary record, recording the names, amounts and dates of all accounts charged off to profit and loss. Perhaps the man who owes you \$50 now

and won't, or can't pay, may be wealthy four years from now, when you can start a second campaign."

Doubtless *salvia virgata nemorosa* is among the worthwhile plants which will be scarce for some time in this country as a result of the action of the Federal Horticultural Board, because in the past it has been customary to import most of the stock used from Europe. Fortunately, however, it is a plant easy to propagate, and there seems to be no good reason why a stock shouldn't soon be accumulated here. These plants are easily raised from cuttings, with the same treatment as any herbaceous perennial, and the cuttings root easily in heat if they are rather soft and in a growing state. When the plants are well rooted they should be potted up and kept in pots until planted out. This is really a delightful member of the sage family, its soft blue being unsurpassed by that of any other plant. It is to be hoped that measures will be taken by nurserymen to propagate it in a larger way for the benefit of small gardeners, and the stock be increased when possible on private estates.

MASTICA

For Greenhouse
Glazing

USE IT NOW

F. O. PIERCE CO.

12 W. BROADWAY
NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass as occurs with hard putty. Last longer than putty. Easy to apply.

USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' Standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House Order, or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
34 Union Stock Yard, Chicago

WE ARE SPECIALISTS IN GREENHOUSE GLASS

Free from Bubbles
Uniform in Thickness

PAINTS and PUTTY

Greenhouse White

(Semi-Paste) The
Paint Particular
Florists Prefer

It will pay you to get our estimates.

THE DWELLE-KAISER CO.

261 Elm Street

BUFFALO, N. Y.

CAMBRIDGE

NEW YORK



World's Oldest and Largest
Manufacturers of
FLOWER POTS

WHY?

A. H. HEWS & CO., INC.
Cambridge, Mass.

When writing to advertisers kindly
mention HORTICULTURE

CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

BULBS

C. KEUR & SONS, HILLEGOM, Holland
Bulbs of all descriptions. Write for prices
NEW YORK BRANCH, 82-84 Broad St.

CANNAS

For the best Up-to-Date Cannas, get new
price list. THE CONARD & JONES CO.,
West Grove, Pa.

CARNATIONS

CARNATION PLANTS, FIELD GROWN
Ward, Benora, Matchless and other
choice varieties; good stuff; but they all
say that. We'd rather you'd come and see
them growing and be convinced. Strafford
is only a few miles out of Philadelphia.
Write, wire or phone. ALFRED M. CAMP-
BELL, 1510 Sanson St., Phila.

CARNATION STAPLES

Split carnations quickly, easily and
cheaply mended. Pillsbury's Carnation
Staple, 1000 for 35c.; 3000 for \$1.00 post-
paid. I. L. PILLSBURY, Galesburg, Ill.

CHRYSANTHEMUMS THE BEST

In Novelties and Standard Kinds.
Catalogue on Application.
ELMER D. SMITH & CO.
Adrian, Mich.

DAHLIAS

Fragrant Peony Dahlia Mrs. Frederick
Grinnell, \$10.00 per clump. Cash with
order. JOHN P. ROONEY, New Bedford,
Mass.

IRIS

Name	Color	Per 100
Brooklyn,	mauve purple.....	\$4.00
Elizabeth,	pale lavender.....	4.00
Herant,	best lavender-blue.....	4.00
Honorabilis,	popular yellow.....	2.00
Khediye,	lavender, orange beard.....	4.00
Pallida Speciosa,	dark lavender.....	3.00
Panchurea,	smokey shade.....	3.00
Queen of the Gypsies,	purplish red.....	3.00
San Souci,	canary and brown.....	2.00
Mixed,	all colors.....	2.00

J. K. ALEXANDER.

East Bridgewater, Massachusetts.

LABELS

Wood labels for nurserymen and florists.
THE BENJAMIN CHASE CO., Derry Vil-
lage, N. H.

PANSIES

Great variety of finest pansy seeds, just
received from our European growers. Rare
strains and special Florists' mixtures. Send
for wholesale price list. PATRICIAN
SEED CO., INC., 4312 Broadway, New
York City.

WIRED TOOTHPICKS

Wired toothpicks, green match sticks,
labels for Florists and Nurserymen.
LEWIS BROS., Peekskill, N. Y.

WIRE WORK

WILLIAM E. HEILSCHER'S WIRE
WORKS, 264 Randolph St., Detroit, Mich.

Live Sphagnum Moss, orchid peat and
orchid baskets always on hand. LAGER
& HURRELL, Summit, N. J.

A Card This Size

Cost only \$1.00 per Week
on Yearly Order

It would keep your name and your
specialty before the whole trade.
A half-inch card costs only 45c. per
week on yearly order.

FOR SALE

SECONDHAND GREENHOUSES

For sale, secondhand greenhouses of all
sizes, from 10 ft. x 12 ft. to 100 ft. x 100 ft.
The price is very low. Write for
list. Address as above.

Dreer's Peerless Glazing Points For Greenhouses

Drive easy and true, because
both bevels are on the same
side. Can't twist and break
the glass in driving. Galvan-
ized and will not rust. No
rights or lefts.

The Peerless Glazing Point
is patented. No others like
it. Order from your dealer
or direct from us.
1000, 80c. postpaid.
Samples free.

HENRY A. DREER,
714 Chestnut Street,
Philadelphia.



Just Out

The Nursery Manual

By L. H. Bailey

An indispensable book for every nur-
seryman. Complete directions for prop-
agating every kind of nursery stock,
with many illustrations. Copies sent
from the office of HORTICULTURE
upon receipt of price, \$2.50.

Horticultural Books

For Sale by

HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual, Elmer D. Smith	\$0.50
The Chrysanthemum, Herring- ton	.50
Commercial Carnation Culture, Diek	1.50
Commercial Rose Culture, Holmes	1.50
Violet Culture, Galloway	1.50
Greenhouse Construction, Taft	1.50
Sweet Peas up to Date, Kerr	1.50
Plant Propagation, Greenhouse and Nursery Practice, Kains	2.00
Plant Pruning, Kains	2.00
Book of Garden Plans, Hamblin	2.00
Landscape Design, Hubbard	6.00
The Art of Outdoor Rose Grow- ing, Thomas	6.00
The Home Vegetable Garden, Krumm	1.00
Vegetable Gardening, R. L. Watts	1.75
Parsons on The Rose	1.00
Principles of Floriculture, E. A. Watts	1.75
Foundations of American Grape Culture, Munson	2.00
Plant Materials of Decorative Gardening, Trelease	1.00
Aristocrats of the Garden, Wil- son	5.00
Bailey's Cyclopedia of Horticul- ture, 6 volumes	42.00

TELEGRAPH ORDERS

FOR KANSAS CITY

AND ALL POINTS WITHIN
REASONABLE DISTANCE

Florists' Telegraph Delivery Service

PROMPT AND RELIABLE

SAMUEL MURRAY

1017 Grand Avenue, Kansas City, Mo.

HORTICULTURE

Vol. XXXII

AUGUST 21, 1926

No. 8

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
CROMWELL, CONN.



ASTERS

The midseason asters are now arriving, very excellent quality, good long stems, pinks, whites and purples. \$4.00, \$5.00, \$6.00 per 100.

A very good grade suitable for funeral work, \$1.50 and \$2.00 per 100, medium stems.

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BIG GLADIOLUS SHOW

Combination Exhibit at Boston the
Largest Ever Held in America

The Gladiolus Show held at Horticultural Hall, last Saturday and Sunday was the largest ever staged in this country. Also it was the best so far as quality of blooms and variety was concerned. To be sure, two or three large growers, like B. Hammond Tracy and J. K. Alexander, were missed. Yet the combination of the three societies, the Massachusetts Horticultural Society, the American Gladiolus Society, and the Massachusetts Gladiolus Society, assured a large display as well as heavy attendance. Both of the lower halls were filled to capacity with cut flowers, while the upper hall was given over to the Burrage Orchid display.

The latter was staged in a unique manner, each orchid plant being placed on a pedestal cut from the trunk of a tree. The result was not as effective as at previous shows, when the flowers have been massed, but the arrangement made it very easy for orchid lovers to study the different varieties. Among the new seedlings from Orchidvale, the establishment of Mr. A. C. Burrage, were Brassavola Diggyana and Brasso-Cattleya Eilene Low, the latter being named for Miss Low, the English orchid grower, who visited Boston last spring.

The gladioli represented the choicest blooms of many of the most noted growers in the country, professional and amateur alike. Among those whose exhibits attracted special attention were H. E. Meader, of Dover, N. H., president of the American Gladiolus Society. Mr. Meader had an especially fine showing of Primulinus Hybrids. Madison Cooper, of Calcium, N. Y., editor of the "Flower Grower" and a man who has done as much as anybody in the country to promote the interests of gladiolus growers, had a remarkable collection, which was notable in particular for its blues. Besides Baron J. Hulot, which was also shown in other collections, Mr. Cooper had a fine lot of "Heliotrope," which was the darkest blue of any gladiolus shown.

Theodore A. Havemeyer brought on a magnificent collection of gladioli, among them Golden Measure, a yellow of startling brilliancy which has been much commented upon the past year, and the tremendous spikes of which caused no little interest.

Charles F. Fairbanks, of Lexington, president of the Massachusetts Society and S. E. Spencer, of Woburn, vice-president, each had very large and handsome displays. Mr. Spencer

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showed a novelty in the form of a seedling with a distinct border which caused considerable comment.

Jelle Roos, formerly of Milton, but now having a large farm at Concord, made an extensive exhibit. Among the promising seedlings shown were several on the tables of C. W. Brown, of Ashland, who showed about a hundred varieties, a large proportion of them seedlings of his own growing.

As usual, W. N. Craig, of Faulkner Farm, and Miss Marian Roby Case, of Hillcrest Farm, Weston, had large and unique exhibits. Mr. Craig had an especially fine collection of vegetables, as well as of gladioli, and Miss Case showed vegetables, fruit and dahlias. Her peaches attracted particular attention.

The list of prizes and gratuities awarded follows:

AWARDS FOR FLOWERS. Hillcrest Prizes. Gladioli Vase of six spikes. White. 1st, H. E. Meader, Lilywhite. 2d, L. L. Proctor, Gentry of Holland. 3d, H. E. Meader, White King. Vase of six spikes. Red. 1st, C. S. Spencer, Lindstrom. 2d, Mrs. Arthur Jackson, Faulkner Farms. 3d, Jelle Roos, Mrs. Francis King. Vase of six spikes. Crimson. 1st, S. E. Spencer, Crimson King. 2d, Faulkner Farm, Niagara. 3d, H. E. Meader, Splendor. Vase of six spikes. Pink. 1st, S. E. Spencer, Pink Perfection. 2d, C. F. Fairbanks, Evelyn Kirkland. 3d, Faulkner Farm, Rose glory. Vase of six spikes. Yellow. 1st, C. F. Fairbanks, Yellow Hammer. 2d, McKissock Gardens, Schwaben. 3d, Madison Cooper, Niagara. Vase of six spikes. Any other color. 1st, S. S. Thorpe, Mrs. Dr. Norton. 2d, C. F. Fairbanks, Loveliness. 3d, L. E. Proctor, Loveliness. Vase of six spikes. Any Lachenalia Hybrid. 1st, S. E. Spencer, Mrs. Frank Pendleton. 2d, Madison Cooper, Mrs. Manuel Sully. 3d, L. E. Proctor, Ida Van. Vase of six spikes. Any Primula Hybrid. 1st, C. F. Fairbanks, Alice Tip-top. 2d, H. E. Meader, Alice Tip-top. 3d, S. Irving Moody, Florian. Best display: 1st, Brookland Gardens, S. E. Spencer, Proprietor. 2d, Thomas Cogger.

The S. E. Spencer Prizes. Gladioli. For the best vase, six spikes, Mrs. Frank Pendleton. 1st, A. L. Stephen. 2d, H. W. Hayes.

The H. E. Meader Prize. Gladioli. For the best six spikes of Myrtle: David Tyndall.

The Jelle Roos Prizes. Gladioli. For the best six spikes of Mrs. Dr. Norton, A. L. Stephen. For the best twelve spikes of Mary Emmell, A. L. Stephen.

The A. L. Stephen Prizes. (For amateurs only). Gladioli—Ten vases, ten varieties, one spike each: 1st, H. W. Hayes; 2d, B. & A. Naby.

Appleton Gold Medal: George F. Stewart, specimen Dipladenia splendens profusa.

Silver Medal: A. C. Burrage, Brassia Cattleya Ilene (B.-C. Mme. C. Maron, C. Doxiana).

First Class Certificate of Merit: A. C. Burrage, Laello-Cattleya Lustrum magnifica (C. Ludemanniana L. C. allisterosum). A. C. Burrage, Cattleya Harrisoniana (A. C. Burrage, Cattleya Harrisoniana superba). George F. Stewart, seedling Dipladenia Ella Lowell Lyman; Julius H. H. Pennington Phlox Indis.

Honorable Mention: Julius Heurlin, Perennial Phlox Sunshine, the same for Perennial Phlox Sunshine.

Gratuities: Julius Heurlin, display of Gladioli, Phlox and Aspidistra.

AWARDS FOR FRUITS. Hillcrest Prizes. Apples—Williams, 12 specimens: 1st, 2d, Hillcrest Gardens. 12 Spikes. Any other variety: 1st, G. V. Fletcher, Sweet Bough. 2d, Hillcrest Gardens. Yellow Transparent; 3d, Hillcrest Gardens, Sweet Bough. Pears—Clapp's Favorite, 12 specimens: 1st, Edward A. Clark; 2d, George V. Fletcher, Pears. 12 Spikes. Any variety: 1st, W. G. Kendall, Green-horn. 2d, Hillcrest Gardens, Graciosa. 3d, Faulkner Farm, Champion. Blackberries—48 berries: 1st, Hillcrest Gardens. Any other variety. Berry—48 berries: 1st, Henry L. F. Naber, White Smith, Cross-

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berry; 2d, Hillcrest Gardens, Cuthbert Raspberry; 3d, Henry L. F. Naber, Downing Gooseberry.

AWARDS FOR VEGETABLES. Hillcrest Prizes. Beans—String, 50 pods: 1st, Oliver Ames, Masterpiece; 2d, Faulkner Farm, Plentiful; 3d, Hillcrest Gardens, New Kidney Wax. Shell, 50 pods: 1st, Faulkner Farm, Dwarf Horticultural; 2d, Hillcrest Gardens, Horticultural; 3d, James Donald, Broad Windsor. Cucumbers—White Spine, 4 specimens: 1st, Oliver Ames; 2d, Hillcrest Gardens, Improved White Spine; Egg Plant—4 specimens: 1st, Hillcrest Farm, Black Beauty. Onions—12 specimens: 1st, Oliver Ames, Ailsa Craig; 2d, Hillcrest Gardens, Yellow Danvers; 3d, James Donald, Ailsa Craig. Squash—Any variety, 3 specimens: 1st, Hillcrest Gardens, Summer Crookneck; 2d, Faulkner Farm, Vegetable Marrow; 3d, Oliver Ames, Summer Crookneck. Sweet Corn—Yellow, 12 ears: 1st, Faulkner Farm, Golden Giant; 2d, Hillcrest Gardens, Golden Bantam. Collection of Vegetables—12 varieties, arranged for effect: 1st, Faulkner Farm; 2d, Hillcrest Gardens; 3d, James Donald.

Honorable Mention: Faulkner Farm, New Tomato No. 10.

Vote of Thanks: Hillcrest Gardens, Chinese Egg Plant.

One of the most remarkable gladioli shown was a new seedling from Kunderd, which was given a silver medal by the American Society. This remarkably dainty little flower is white, edged with pink. Gold, originated by Dr. Hogge, received the first prize in the yellow class, and attracted much attention. Golden Measure, shown by Theodore A. Havemeyer, was remarkable for the extreme stoutness of the stems and the size of the spikes.

In the blues, nothing was better than Muriel, also shown by Mr. Havemeyer. Heliotrope was another blue shown in excellent shape.

Mr. A. L. Stephen was awarded a

silver cup each for Mrs. Dr. Norton and Mary Sennell. Mr. Kunderd, who originated them, said that he never saw better specimens.

Dr. Bennett, President of the St. Thomas, Ont., Horticultural Society, had a remarkably fine general display for which he received a medal. Mr. H. E. Meader, of Dover, N. H., received the American Society's medal for the best seedling. He also received a certificate of merit from the Massachusetts Horticultural Society for his seedling Red Cross. Mr. Meader's Lily White won first in the white section.

Mrs. M. B. Hawks, of Bennington, Vt., received the Kunderd gold medal for the best display of Kunderd varieties.

ANNUAL MEETING OF THE AMERICAN GLADIOLUS SOCIETY

The American Gladiolus Society held its annual meeting on Saturday afternoon at Horticultural Hall, Pres. H. E. Meader, of Dover, N. H., being in the chair. As the officers of this society hold office for two years, no election took place. Prof. A. C. Beal offered his resignation as secretary, in order that he might have more time to devote himself to plant research work, but the society refused to accept the resignation and after much urging Prof. Beal agreed to continue his work for some time longer. Mr. Theodore

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A. Havemeyer, of New York, was a member of the Nomenclature Committee, and Mr. J. H. Prouty was elected to the Executive Board in place of Mr. Bonnewitz, who had resigned.

The report of the treasurer showed the society to have made healthy growth and to be in a good financial condition. Considerable discussion was given to the matter of the plant quarantine. There was a division of opinion, but sentiment seemed to be stronger against the quarantine than for it. No definite action was taken at the meeting, but probably the association will have a representative at the next conference.

Invitations to hold the next meeting in New York and at St. Thomas, Ont., were received. The place of meeting will be decided by the executive committee.

The annual report of Secy. Real was given as follows:

REPORT OF THE SECRETARY

There are now 351 names on the rolls of the American Gladiolus Society. Of these there were 270 paid up members in 1919-1920. Some are now sending last year's dues with their remittance for this year. Thus it will be seen that actual paid up membership is somewhat fluctuating, but as a rule few members are dropped for failure to send in their dues. This shows a good live membership and it should be our purpose to increase it to a minimum of at least 500 members which would enable the society to extend its activities. There have been inquiries concerning life memberships which this society has not as yet provided. The Executive Committee should be directed to consider and report upon this question. Last year the society voted to eliminate the initiation fee and our experience thus far indicates that it was beneficial to the society.

The society was represented at the recent conference held June 15, 1920, to consider Quarantine 37 and its possible revision. It would seem desirable that this subject be discussed and some action taken by the society.

Among those of our members taken by death during the past year was



PRES. MEMBER OF THE AMERICAN SOCIETY

Maurice Fuld, a charter member of our society as well as one of our most active members. Mr. Fuld was always interested in gladioli and when possible he never failed to attend and to take part in our meetings. His live personality and his keen enthusiasm for the advancement of floriculture will be greatly missed in florist meetings.

Another man pre-eminent in his profession, who recently passed away was Patrick O'Mara of the well known firm

of Peter Henderson & Co. The writer can vouch for Mr. O'Mara's interest and great knowledge in gladioli from correspondence which he had with him. He had great talents of leadership and his wise counsel and forceful personality is very much needed at the present time. His interest covered the entire field of American floriculture and his death creates a gap which it will be difficult if not impossible to fill.

MASSACHUSETTS GLADIOLUS SOCIETY

A meeting of the Massachusetts Gladiolus Society was held at Horticultural Hall, Saturday afternoon, President Chas. F. Fairbanks being in the chair. The most important action taken at the meeting was a vote to change the name to the New England Gladiolus Association, and to make an effort to extend the membership throughout the New England states. It was believed that this will make the organization much stronger and able to do more effective work. A committee was also appointed to consider the nomenclature of gladioli, to prevent misnaming, and to do away so far as possible with the dissemination of worthless varieties. The committee consists of Mr. S. E. Spencer, Woburn; Mr. Jelle Roos, Concord; Mr. John C. Zeestraten, East Bridgewater; Mr. R. R. Walker, Mansfield; Dr. S. Irving Moody, Brockton, and Mr. A. L. Stephen, Waban. The old officers were re-elected as follows: President, C. F. Fairbanks, of Lexington; vice-presidents S. E. Spencer, Woburn, and John C. Zeestraten, East Bridgewater secretary, R. R. Walker, Mansfield, and treasurer, Clark W. Brown, Ashland. Another meeting will be held in November, at which it is expected important action will be taken.

HORTICULTURE

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THE TALK OF THE TRADE

For two years past, buyers of field-grown carnation plants have been warned early that there would be a short supply, and that warning was found to be true in each case, but this year is not any different, in fact, I am waking up to the fact that the supply is less this year than at any time in my memory; and to make matters worse, field-grown plants have been small and of poor quality in general. Of course, anyone can get Matchless, it is to be found everywhere; but out-

side of that variety there is a decidedly short supply.

I also find that with few exceptions the plant houses are away behind other years. Anyone who hasn't bought up to this time and still expects to get field-grown plants I advise to get busy without delay.

I was quite taken back about a year ago when I learned from Mr. James Wheeler of Natick that he proposed to grow Godfrey callas planted right into

the ground without any made-up beds, artificial drainage or anything of the kind under them. A number of other growers felt the same as I did; we thought they would be inclined to run to foliage with very little flowering tendency, but those visitors who saw the house of Godfrey callas last year any time during the winter and away into spring know very well that it turned out results.

When I called on Mr. Wheeler a few days ago, I found he was so well pleased that he was going to repeat this same method this year. He told



Attractive Arrangement of Gladioli

me that he tried to dry them off enough so that they would take a rest, and even by closing the ventilators and running the temperature on sunshiny days away up to an extreme heat, he was unable to stop them from growing, so it was necessary to go in with a scythe and cut them back. This house of plants now stands in very good condition. It has a very moderate top dressing of manure, and that is all that has been done to them. They are coming along in fine shape, and unless I miss my guess there will be good results again this year, in fact I look for better than last year.

A trip into DeVito's Conservatories, Wakefield, Mass., will show a big change since Mr. DeVito took possession. He has the houses in good condition and his crops are all standing well. Mr. DeVito is evidently a good grower and I don't think there is any doubt that he will succeed at Wakefield and turn out crops which would be a credit to anyone.

I have mentioned before that in my opinion adiantum would be a fine crop to grow around Boston, and I still feel sure that my advice is right. When I called at M. A. Patten & Company's place last week I found there several

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	Oz.	1/4 lb.	1 lb.
Mrs. A. A. Skach.....	\$0.75	\$2.00	\$8.00
Miss Flora Tubing.....	.75	2.00	8.00
Belgian Hero.....	1.00	2.50	10.00
Rose Queen (Genuine)...	1.50	6.00	18.00
Rose Queen Greenhouse Seed.....	3.00		
Louise Gude Greenhouse Seed.....	3.00		
Morning Star (Genuine)...	1.00	3.00	10.00
Yarrowa (Australian)...	.75	2.50	8.00
Mrs. Wm. Sim Orchid...	.75	2.50	9.00
Miss Louise Gude.....	2.00	7.50	25.00
Mrs. Paul Dasha.....	3.00	10.00	
Early Empress.....	1.50	5.00	15.00
Apricot Orchid.....	.85	3.00	10.00
Fordhook Pink.....	.85	3.00	10.00
Fordhook Rose.....	1.00	3.00	10.00
Early Song Bird.....	1.00	3.00	10.00
Early Melody.....	1.00	3.00	10.00
Early Spring Maid.....	1.00	3.00	10.00
Zvolanek's Rose.....	2.00	6.00	18.00
Gertrude Welch.....	3.00	10.00	30.00
Morning Star.....	1.00	3.00	10.00
Cherry Ripe.....	2.00	7.00	25.00
Equisite.....	1.50	5.00	15.00
Daybreak (Burpee).....	1.50	5.00	15.00
Primrose.....	2.00	6.00	17.00

LAVENDER AND BLUE

	Oz.	1/4 lb.	1 lb.
Lavender Orchid.....	\$0.75	\$2.50	\$8.00
Mrs. Chas. A. Zvolanek...	2.00	6.00	20.00
Early Lavender King...	1.50	4.00	14.00
Early Zephyr.....	1.50	4.00	14.00
Spanolin, Lavender.....	4.00	15.00	
Early Heather Bell.....	1.00	3.00	10.00
Zvolanek's Blue.....	2.50	9.00	30.00
Zvolanek's Pale Blue...	2.50		30.00
Blue Bird.....	1.50	5.00	15.00
Blue Jacket.....	1.50	5.00	15.00
Marquis.....	1.50	5.00	15.00

WHITE

	Oz.	1/4 lb.	1 lb.
Watchung Orchid.....	\$3.00	\$10.00	\$30.00
Bridal Veil.....	.85	3.00	10.00
White Orchid.....	.75	2.50	8.00
Venus.....	.75	3.00	10.00
Mrs. M. Spanolin.....	.75	2.50	8.00
Snowstorm.....	1.50	5.00	15.00
Daintiness.....	1.50	5.00	15.00
Zvolanek's Red.....	2.00	6.00	
The Beauty.....	1.00	3.00	12.00
President Wilson.....	1.00	3.00	10.00
Concord Red.....	1.00	3.00	10.00
Britannia.....	3.00	10.00	35.00
Early King.....	1.50		18.00
Christmas Pink Orchid...	1.00	3.00	10.00
Pink and White Orchid...	.75	2.50	9.00

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FIELD GROWN CARNATION PLANTS

Owing to favorable season Carnation Plants have made wonderful growth this year and it is a pleasure to offer such good stock. Low top, bushy, well developed plants; clean and healthy. As some of the varieties will be quickly taken up it is advisable to place your order promptly.

	100	1000		100	1000
*Matchless.....	\$12	\$100	Miss Theo.....	\$12	\$110
White Perfection....	12	110	Enchantress Supreme.	15	125
White Wonder.....	12	110	Sieglwart.....	12	125
White Enchantress..	15	125	Belle Washburn.....	15	125
Mrs. C. N. Ward.....	12	110	Beacon.....	15	125
Pink Enchantress...	12	110	Aviator.....	15	125

*MATCHLESS We have a very large and fine lot of these. If you can use several thousand, will be pleased to quote you special prices.



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houses of adiantum in wonderful condition. I don't see how anyone could grow it any better, and they told me there that they couldn't begin to take care of the demand. They could easily take on several more customers if they had the stock. Of course, at just this time cut fronds are not moving so fast, but fortunately this is a crop that can be left standing until the market is right.

Patten & Co. have their houses full of carnations and are ahead of last year, in fact their stock all the way through is in very good condition. The plants are not extra large, but of good size for this season. They have just finished the installation of a new pair of boilers for heating purposes and are fortunate in having a good part of their coal already in, so they have a good start for business the coming winter.

Certainly the Washington florists are progressing. There are few cities from whence come so many enterprising reports. Just now I learn that the Florists' Club of Washington has begun a project to furnish flowers for the military burial of every body returned to Arlington Cemetery from Europe. The Club has made public an offer to all of the Washington war mothers to carry out such an undertaking, and has requested their cooperation in the work. Mr. J. Harper Hetherington, president of the club, says that the florists of Washington feel very proud of the records of Americans on the battle fields of France, and wish to do everything in their power to show respect, loyalty and sympathy.

I understand that the "Say It With Flowers" week was such a success last year tht the Washington florists are planning to duplicate it again this season, but they are going to change the program somewhat and have a Chrysanthemum Show at the same time, held in honor of the Chrysanthemum Society of America. I am informed correctly this show will be held in November, and an active com-

mittee is already at work upon the details. By the way, I wonder how the general proposition of a "Say It With Flowers" week will be considered throughout the country this year. In some places it was a success last season, but in others very little enthusiasm was shown and naturally the results were not very satisfactory. I understand that John Scheepers Co., New York, has been remarkably successful in disseminating the La France raspberry. I am told, in fact, that enough orders have come in to take every plant available. It seems that the high quality of the fruit has given the new berry wide popularity already.

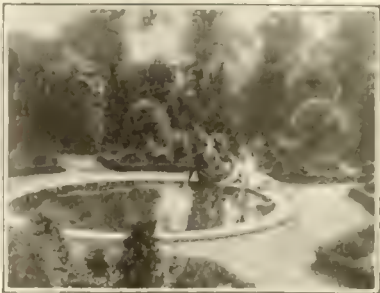
THE LACE FLOWER

In the heart of every flower lies a secret. The dainty lavender flower in my garden shows that the secret of Queen Anne's flower as some wizard saw the purple spot in her white lace and from it bred a flower more dainty than that of the wild carrot or Dancus Carrota, yet retaining its manner of growth.

Last winter this flower was largely catalogued as the blue lace flower. It is not blue, but a lavender suggesting stokesia. It is better so, for we like to think of old lavender and lace.

This is a new flower bred from one which came originally from Europe, but which is now growing wild among us, making pretty birds' nests as it seeds. Yet as we look at this exquisite new flower with the dainty sparkle to its bloom we think of ladies of an older day when Nathaniel P. Willis and Charles Sprague wrote. We will leave the rosebuds to the debutantes, the daisies to the children, but let the old ladies tuck these dainty blooms into their white kerchiefs holding them in place by their cameo brooches over their black satin gowns. Are there any such dear old ladies left? Remember there is a sparkle to these lavender blooms.

M. R. CASE.
Hillcrest Gardens, Weston.



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300 Maryland, 3 in., per 100	15.00

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HORTICULTURE

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We think it was a good plan to divorce the Gladdened meeting of the American Gladiolus Society by Glads from the convention of the S. A. F. The gathering in Boston last Saturday and Sunday was much more satisfactory in many ways than the session held in conjunction with the big convention. There was a better opportunity for good displays, and less confusion all around. The fact that the American Society and the Massachusetts Society, in connection with the Massachusetts Horticultural Society, could get together for a united display, and for the fraternization of members, was a distinct gain. To have the national society meet with any state society is helpful to the latter, and we feel that the gladiolus growers of Massachusetts will benefit materially as a result of these sessions. The gladiolus has become such a popular flower, both with private growers and among conventional florists, that it naturally awakens a great amount of interest when placed on exhibit. Mention of the most notable among the newer varieties is made elsewhere, but perhaps a word of comment is not out of place concerning the *Primulinus Hybrids*. This class has been improved greatly, especially as regards the size of the flowers. Presumably before long they will appear numerous in named varieties. They certainly are among the best accessions of recent years.

While without doubt the main purpose of Show Decorations a flower show is to display flowers, yet it seems to us that it would be adding much to the popular value of the exhibits if a greater attempt were made to decorate the hall itself. Of course, this is done, and done very well, at the spring flower show in New York, and at some other exhibits, but as a rule the committee is contented to stop when it has provided tables or benches and holders for the flowers.

Now take the case of the gladiolus show just held in Boston. Without doubt many of the growers in New England would have been glad to contribute large numbers of "glads" without regard to variety, for the mere adornment of the hall. The flowers might have been massed in the corners or better still displayed on raised platforms or on shelves, and other decorations might have been added to form a picture of great beauty. This sort of thing, while it might not appeal especially to expert flower growers and those who are familiar with different varieties, would certainly attract the men and women who love flowers simply as flowers, and are charmed by artistic effects, even though they may have no expert knowledge regarding the blooms displayed.

It also seems to us that at the popular shows there should be a more complete labeling of the flowers for the benefit of the uninitiated. With signs marking the different groupings, as for example, the *Primulinus* hybrids, or large collections of named varieties, seedlings, and the like, the amateur visitor would get a much more comprehensive knowledge of the whole exhibit. Many people go to these shows for the express purpose of choosing blooms which they would like growing in their gardens, and sometimes they are handicapped because of the incomplete labeling.

Some very interesting points were taken Nomenclature up by Professor A. C. Beal, chairman of the Nomenclature committee, at the

meeting of the American Gladiolus Society, last Saturday. Prof. Beal had concrete facts to back up the oft repeated statement that there are a great many more names for different varieties than there are varieties themselves. This applies not only to gladioli, but to other flowers as well. He says that when the peony collection was assembled at Cornell, it was supposed that there were 1,600 varieties, but when the committee finished its work, there were only between four and five hundred distinct sorts in the entire collection. In other words, there were 1,100 good names on the waiting list. In one case a certain variety appeared under eleven distinct names.

Prof. Beal also pointed out that while it no doubt would be desirably to have some sort of bureau of registration at Washington, as has been advocated, yet the effort to secure and fix distinct names is only a small part of the question. Trial grounds are needed, carried on by selected growers, where all the leading flowers can be established. In the Professor's opinion there should be a central recording office which should register varieties after these have been passed upon by experts, either while growing on a trial ground in neutral control, or on exhibition before the members of a special society interested in the flower, or by both means. In this way the possibility of remaining any flower, innocently or purposely, would be reduced at least to a minimum.

We think that Prof. Beal is right in expressing the hope that the various societies will keep this matter under their control in so far as the determination of what varieties shall be recorded or registered is concerned. The list of gladioli has been growing with great rapidity of late years, and over a hundred varieties are offered by five or six growers. It has been said that there are altogether 600 named varieties. In any event, the list is too long, and it may be that Prof. Beal is right in saying that 150 varieties ought to be extensive enough. Of course improvement is desired, but as new and better varieties are grown, it should be possible and probably would be advisable to retire the more inferior sorts, and this is good logic as it applies to peonies, dahlias, and other popular flowers.

CONNECTICUT NURSERYMEN'S ASSOCIATION

The Connecticut Nurserymen's Association held their summer outing at Lake Compounce, August 11, 1920.

Owing to the inclemency of the weather the attendance was not quite so large as usual, but those present enjoyed the outing and especially the "get-together" part.

It seemed to be the universal opinion that the other nurserymen and florists of the state—not now members of the Association—were not aware of the benefits they could derive from attending the meetings and outings of this Association, or they would make more of an effort to accept the cordial invitation, sent them, to convene with us.

These "get-together" meetings certainly do make for the betterment of any line of business. They are educators, they are friend makers, not only in the line of business but socially as well, and the short loss of time, in attending, is repaid a hundred-fold in the benefits gained.

We hope, therefore, that the Connecticut Nurserymen and Florists will make a strong effort to accept the next invitation sent them to attend a meeting or an outing of this Association.

At a short business meeting (the regular annual business meeting early in the year had to be postponed owing to illness of officers) it was voted that the present officials continue in their respective offices until the next regular annual meeting in January, 1921.

The present officers of the Association are as follows:

President, C. F. Brainerd, Thompsonville, Conn.; vice-president, H. W. Gotschalk, Manchester, Conn.; secretary, F. L. Thomas, Yalesville, Conn.; treasurer, W. W. Hunt, Hartford, Conn.

F. L. THOMAS, Secy.
Yalesville, Conn.

NEW ENGLAND

The Gardeners' and Florists' Club, of Boston, will hold a field day on Saturday, August 28, at North Abington. They will visit the nurseries of W. H. Wyman and those of Littlefield & Wyman. Both these nurseries are very well known, and are filled with a great amount of high class material, so that this outing should prove of exceptional

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interest. Both nurseries are only a short distance from the North Abington station and those desiring to attend but who cannot make the trip by motor can take a train leaving the South Station at 1.30.

Mr. William Slater, the well known florist of Springfield, Mass., with his wife and store manager, Miss Barker, have been enjoying an automobile trip through the White Mountains.

A new flower store has been opened in Worcester, Mass., by Mr. Stephen Bonic, formerly of Los Angeles, Cal., where he was connected with the Broadway Floral Co. The new establishment is at 21 Pearl street, opposite the Randall Store.

GENERAL NEWS NOTES

It is reported that the Blind Floral Co., of Pittsburgh, has secured a large

tract of land from Ernest C. Darvin, together with 17 greenhouses and several other buildings. The establishment is located in Ross township and the price paid is said to have been about \$50,000.

Arthur G. Frost, of Portland, Me., has sold his greenhouse and other property to Louis W. Phinney and Ralph L. Gustin. It is understood that the property sold for about \$30,000.

The Trimble & Oppeneer Floral Co., is a new concern at Lancaster, O., as a result of the purchase by Charles M. Trimble and Herman Oppeneer of the W. E. Gravett establishment.

The Long Island Floral Co., formerly located at 48 Willoughby street, Brooklyn, is now at 331 Jay street. Mr. Louis Michel, the proprietor, is expecting to do a large business in his new location.



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Under the Park Street Church

Flowers Under Glass

This is a good time to buy plants for the Christmas trade. You can well afford to stock up with poinsettias, cyclamens, primulas, ardisias, ferns, palms, adiantums and screw pines. These are plants for which there is almost certain to be a good call during the holidays.

It is also time for planting freesias for early results, and experience has shown that the long, thin bulbs grow faster than the thick, heavy ones. With most florists it is not a matter of having a big output of freesias at any one time, but of having a continuous succession. Consequently planting must be done with this thought in mind. Have the rows four inches apart, and space the bulbs an inch apart in the rows. Soon after September the bulbs will start into growth quickly, and you should give them full light as soon as the shoots appear above the soil. You will find the bulbs doing well in benches such as are used for carnations and mignonette, with four inches of soil. You must remember that after they get well started they like to be fed liberally.

If you want to get good, symmetrical plants of Begonia Gloire de Lorraine, you should give them plenty of room. They grow fast now, and must be handled carefully. It is well to tie them up after they get good size. This is best done by placing a stake in the center and using loops of raffia placed loosely around each shoot. If you have any plants that have not had their final shift, do the work at once, but do not keep them too heavily shaded from now on. The plants like a compost made of three parts turfy loam, two parts of sand, and one part of well rotted cow manure.

You must be sure to keep your plants of nephrolepis from drying out. At the same time you mustn't keep them too wet. Many of the ferns in houses which are well cared for have made a great mass of strong, erect frondage, and this is an excellent time to get them into salable form. Ferns give good results in a compost made of three parts fibrous loam, two parts leaf mold and one part well rotted and sifted cow manure. Be careful about having pots that are well cleaned, and good drainage is imperative.

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Benches that have not been planted to roses should be filled at once so that the plants may get well established before fall. Don't, however, make the mistake of getting the benches too full. Most roses will do well in five inches of good soil, which gradually firm down to four inches. More soil can be added if it is needed, but it is much more difficult to remove soil if there is too much. Try to go over the plants after they have been knocked out of pots to remove all spots that you can find. Sometimes growers do this work after the roses have been planted, but this is a poor custom, as there is danger of bringing the spot into a new house. Precautionary measures are of more value than any remedies which can be used later. If green scum has formed on the ball of the plant while in the pot, be sure to rub it off, but do not take too much of the ball. If you simply rub off the surface, that will be sufficient. When late planting is being done, see that the ball is not broken, as is likely to happen if the plants are pressed into the soil. This plan is followed by some growers, but it is a poor one, for many little roots are most certain to be torn, with the result that the plants get a check. If the ball is kept intact, on the other hand, growth will be started quickly and will go on continuously. Most good growers use a trowel with which they make a hole large enough for the ball, and then set the plant, carefully firming the soil around it. If you are using old plants, see to it that the roots are spread out properly so that they will not be bunched up. Sometimes you see a grower bunch up all the roots so as to make a ball, and then stick the plant into the ground. To a good grower this looks either like ignorance or laziness. Anyhow, it shouldn't be tolerated in these days of high priced plants.

Before long you will begin to need lime at night after watering and syringing, especially in houses that were planted early, and where the plants have made some growth. Air slacked lime is a great help in any house, but it is best to have it well screened so that it can be used readily in a pair of bellows. With bellows you can blow the lime under the plants, but of course you will be careful not to use too much powder, for here as in other respects it is possible to prevent waste and so save money.

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"You in your small corner and me
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Even in these mid-summer days a visit to Craigs at Norwood is interesting to the flower lover. One of the leading features that attract attention is the four big houses full of cyclamen and splendid looking plants; they are in the pink of condition. In the solanum department they have eight or ten of the most up-to-date varieties, many of them already showing fruit in green, blue, mauve, or red. Mr. Murdock and Mr. Cox are to be complimented on the fine condition of the crops in general all over this extensive department. Michael Bogan also deserves a good word. He has charge of the begonia department. *Areca lutescens* is about the only palm grown here in quantity. They make a specialty of it and find a big demand for good sized plants, especially among southern florists.

Probably the largest block of fancy dracenas in the country are to be found at Craig's, including all the brightest and best varieties for florists' use, among them being the new and beautiful dracena Longi, the favorite Massangeana and Killeriana, and about a dozen other fine varieties.

P. B. Mingle & Co. are the oldest in the grass and clover seed line in Philadelphia and they still hold their reputation for reliability and integrity. What Landreth and Buist and Dreer stood for in the vegetable and flower seed line, Mingle stood for in grass and clover seeds. And they are still there at their old corner, Front and Market, live as ever after three quarters of a century. There are no Mingles there now but the old Mingle spirit of truth, honor and courage to walk the path of right, hovers over the younger blood which now rules the destinies of the old firm. They still do a big business, both export and import and their home trade extends far beyond local lines. John W. Koch is now the ruling spirit in the company and few know the inside of that line of trade better than he does.

Edward Reid, who sailed on the *Imperator* July 15, reported from Southampton, July 24, "All well and a fine voyage." He will spend the next three months visiting the horticultural centers in Ireland, England and Scotland, and expects to return early in October.

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NEW COLORED FREESIAS. "General Pershing" (lavender pink), "Viola" (violet blue)—each per 1,000, \$40.00; choice mixed colors, 1,000, \$35.00.

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(White with claret base)

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166 W. 23rd St., NEW YORK

Of Philadelphians who went to the convention I have no complete list but among others I may mention: A. M. Campbell, C. H. Grakelow, J. Wolf Moore, Jas. Heacock, Mrs. J. Carroll, Arthur Niessen, Eugene Shellem, John C. Gracey, D. B. Edwards, Jacob Becker, D. Keahane, John S. Hay, C. U. Liggit, H. Bayersdorfer, E. J. Fan-

court, S. S. Pennock, H. L. Price, Robt Greenlaw, Cornelius Van Breggen ("Van"), and Robert Craig, Jr. Among local exhibitors were the H. A. Dreer Co., S. S. Pennock Co., H. Bayersdorfer & Co., M. Rice & Co., H. F. Michell Co., Robert Craig Co., Jos. G. Neidinger, C. S. Ford Co., C. U. Liggit—and others—with of course the necessary

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BOSTON, MASS.

salesmen and attendants for the occasion.

Elmer Weaver is among the first with Pilgrim in the Philadelphia market. Who said Lancaster county was slow? Bmmmm! Bmmmm! Bzzzzzz! Bmmmm! Bz!! Ronks!! The bees have been moved to Hog Island; but there is still left a little "beesiness" in Lancaster county. The Pilgrims are a little pale; but pretty good for August—just the same. Wait till you see them in the cooler weather. Oh, boy! They will be some Pilgrims then! Some rose! All hail, Montgomery!

We have heard nothing as yet about these other good ones that were introduced this year: John Cook and Crusader—perhaps we will be hearing about them a little later.

And we have heard but little of some other of the wonders—for instance: that fine one of Alick Scott's; and that other one by our Canadian friend, Frank Dunlop. We believe there are developments there of the most interesting nature. If we were an old rosarian like John Burton, who showed us, and whose sons are still showing us, what American Beauty amounts to, when grown by a master hand we would be sitting up nights figuring out the merits of these new ones; commercially first of course; then for the glory of the rose, in all other stages—whether professional or amateur.

But speaking of John Burton, the great pioneer in the American Beauty industry, we must not forget that he announced his retirement a number of years ago. He asserts that now he is only a message boy for his family, and has little say in what goes on, whether it's in the George Burton place, or the Alfred Burton place. These are all on their own hook. Both of them have been very successful for many years and we take our hats off to both George and Alfred.

So, no doubt, all these clever rosarians are figuring things out, and if we could only get John Burton to tell us something it would help. But like all clever business men, he is very non-committal when we run up against him on that point.

August 11th the Robert Craig Co. reported that two-thirds of the greenhouses at the old 49th street place had been removed so there seems little doubt that the contract agreement of "all out by Sept. 1st" will be a matter of easy fulfillment.

Robert Craig, senior, paid a flying visit to Philadelphia on the 8th inst. He returned to his seashore home at Ocean Grove on the 11th inst.

Speaking of new roses the latest sensation is the fine specimens of Dunlop being sent in by the Zieger Company. These have taken the market by storm and were sold on sight at fancy prices. There has also been some good cuts of this variety from the Leonard place at Lansdowne. Jake Deutschy is very enthusiastic over the new comer.

Steve Mortensen is sending in some fine stock of the new rose Pilgrim to the Pennock Co.

Fred Lautenschlager, the popular secretary of the Chicago Florists Club, sent me one of their printed circulars inviting everybody to come by way of Chicago to the Cleveland Convention. I think this was kindly meant; but, my goodness, does he insinuate that Philadelphia is so slow as all that—to go around by the way of Chicago to get to Cleveland. That would be sarcasm for sure if he really meant it; but, let's give him the benefit of the doubt. Otherwise it was a very good circular and worthy of its wide-awake author.

MICHELL'S FLOWER SEEDS

Cyclamen Seed

MICHELL'S GIANT SHOW

	100	1000
Seeds	Seeds	Seeds
Bright Red	\$2.00	\$16.00
Dark Blood Red	2.00	16.00
Glory of Wandsbek, Sal		
mon red	2.00	16.00
Perle of Zellendorf, Sal		
mon pink	2.00	16.00
Pure White	2.00	16.00
Rose of Marienthal, bright		
pink	2.00	16.00
White with Carmine Eye	2.00	16.00
Mixed Colors	1.50	12.50

MICHELL'S LARGE FLOWERING

	100	1000
Seeds	Seeds	Seeds
Duke of Connaught, often		
sal	\$1.50	\$12.50
Excelsior, white with red		
rose	1.50	12.50
Grandiflora Alba, white	1.50	12.50
Princess of Wales, pink	1.50	12.50
Salmon Queen, salmon		
pink	1.50	12.50
St. George, delicate		
mon	1.50	12.50
Mixed, all colors	1.25	10.00

Pansy Seed

Michell's Giant Exhibition Mixed

A good strain which has size of plant, heavy texture and varied colors. Four shades can be compressed in 14 in. pkts., 30 in. pkts. 50 in. pkts. \$1.25 \$2.00 per 100. 1000 for \$8.00.

Giant Trimardeau Mixed, large plant, 4162 choice colors. 1000 for \$8.50 per oz.

Also Giant Prize and Regular strains Pansies, Daisies, Mimosotis, Cineraria, Primula, Winter Flowering Spencer Sweet Peas, and all other Seasonable Seeds, Bulbs and Supplies. Send for New Wholesale Price List if you haven't a copy.

MICHELL'S SEED HOUSE

518 Market Street Philadelphia, Pa.

LILIUM REGALE BULBS

Strong, home grown, first seed.

First-Size Bulbs, 500 each \$8.50 cash or \$9.00 per 100.

Second-Size Bulbs, 400 each \$8.00 cash or \$8.50 per 100.

Cash with order please.

F. H. HORSFORD, Charlotte, Vt.

When writing to advertisers kindly mention **HORTICULTURE**

The Cleveland Convention

Roland for President—Washington Chosen for Next Year—Biggest Trade Exhibit Ever Held

Cleveland has been owned by the florists of this country all the past week. While the convention of the S. A. F. this year was not the largest ever held, yet the attendance has been very good and much interest in the development of the organization was shown. Without doubt the trade exhibit was the best which has ever been seen at any of the conventions. Comment to this effect was heard on all sides.

Some of the best known faces were missed this season, P. Welch and Henry Penn of Boston being among those absent. Other Boston men, however, notably Thomas Roland, S. J. Goddard and E. Allan Pierce were active, and many of the members were glad to welcome Edward Welch, prophesying that he would follow in the footsteps of his father.

The opening sessions were carried out as per the program. President H. P. Merrick of the Cleveland Florists' Club welcomed the delegates in well chosen language and ex-president J. F. Ammann responded. President A. L. Miller then made his address, which was in part as follows:

Address of President A. L. Miller

After an interval of twenty-four years, we are again meeting in the Forest City, Cleveland, one of the most important cities on the Great Lakes. Many of us who were present at the previous meeting are impressed with the marvelous advances made in the city of Cleveland in little less than a quarter of a century, not the least of which is observed in the development of our own industry. Our society has, too, advanced in this period of time. The recorded membership for 1896, the year of the last convention in Cleveland, was in the neighborhood of 800, while today, I believe, we are approaching closely to the 3,500 mark, an advance upon which we may surely congratulate ourselves. Still, we have not advanced to the extent that we should have done. I fear that we are somewhat behind the average of trade representation to be found in other industrial organizations, whose interests are not greater than our own.

Reconstruction of Business

In the reconstruction of business following the war, it cannot be said that the florist industry has been affected very much except in the shortening of available help. The scarcity

THE NEW OFFICERS

On Wednesday the following were nominated unanimously:

President—Thomas Roland, Nahant, Mass.

Vice-president—Adolph Gude, Washington, D. C.

Secretary—John Young, New York City.

Treasurer—J. J. Hess, Omaha, Neb.

Directors nominated were as follows: Thomas Joy, Nashville, Tenn.; Carl Hagenburger, Mentor, Ohio; Harry Papworth, New Orleans, La.; Henry G. Berning, St. Louis, Mo.



PRES. THOMAS ROLAND

of labor has been and is a serious problem for many of us, and doubtless there are many who had arrived at a point where they expected to take things easy from now on, but who have been obliged to get back into harness without thought of relief in the immediate future. The high prices of iron, steel, glass, lumber and other material pertaining to greenhouse building have stood in the way of additions to existing plants and of the establishment of new plants, but those of us who must of necessity build, rebuild or expand, may as well meet conditions, for no one can foretell the time when they may change, and in the meantime opportunity counts for a good deal. We have not yet reached the apex of the florist business, and, in my opinion, we never can, for there isn't any apex to it, at least as far as we can judge at this time. Reconstruction has not won-

derful to remark, hindered the florists, it has only made us adapt ourselves to conditions.

The Plant Quarantine

At the last convention our society went on record as opposing the Quarantine Order No. 37. Our opposition against the order was based upon the belief that such a drastic order was unwarranted through conditions as stated, and would work injury to our industry. The action of the society has been endorsed by several other organizations interested, to such an extent that there is now organized opposition to the Quarantine, not so much to the object of it, but as to the manner in which it is enforced and the power the Federal Horticultural Board assumes. The fact that florists can make the best of opportunities presented through stock which is more or less staple in this country is poor argument in favor of this quarantine. It is true that, under certain conditions, growers may bring in limited stock for purposes of propagation, but few growers would risk such importations under the inspection requirements as laid down by the Board, which necessitate delays in delivery fatal to most stock. Our Committee on Tariff and Legislation have this matter well in hand and are watching its development closely.

Reducing Cost of Flower Production

All growers have in the last three or four years had to look closely to their production cost. In the operation of a range of glass the heating cost is a subject occasioning much thought, and in working out conclusions, we are left largely to our own theories and experiences, although occasionally, as at our conventions, we find opportunities to discuss with our brethren our pet ideas in regard to economies which we believe we can effect. With many others, I hold the opinion that an impartial investigation of heating installations and methods of operating them if properly carried out might be productive of a basic system of heat production, which would entail minimum cost for fuel and result in maximum efficiency. Through insufficient knowledge many of us suffer fuel wastes which might be avoided. I am quite aware that an investigation such as suggested, would, necessarily, be attended with considerable expense, and

BOSTON FLORAL SUPPLY & SNYDER CO.

Wholesale Florists

15 Otis—96 Arch St.

BOSTON, MASS.

Telephones { Main 2574
Fort Hill 1083
Fort Hill 1084
Fort Hill 1085

Largest distributors of flowers in the East.
Manufacturers of artificial flowers, baskets, wire frames, etc.

WILLIAM F. KASTING Co.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6267 5948 WELCH BROS. CO. 262 DEVONSHIRE STREET BOSTON, MASS.

would be beyond individual effort, but an organization such as the S. A. F. and O. H. could possibly evolve a plan whereby investigation would become possible, and I recommend that a committee of three or more be appointed to consider ways and means for promoting it.

New Organizations

Since the establishment of our society there have been various other societies formed for the advancement of horticulture, mainly along special lines, or in the interests of certain flowers, and some of these organizations are affiliated with our own body. At this convention there is a movement to establish another organization different in character, but with objects, according to its proposed constitution and by-laws, identical with those of our own society. This new organization, if perfected, is to serve as a parent body to a number of local organizations. I refer to the proposed National Flower Growers' Association.

Originally, I believe this association, promoted within our own ranks, was to be formed for the purpose of providing means for obtaining publicity for flowers through the inauguration of local publicity campaigns, a portion of the funds collected for this purpose to be set over to the use of the National Publicity Campaign for national publicity, just as local organizations in Western New York, St. Louis, Texas and, I believe one or two other cities, are doing.

While no discouragement should be given to any such movement, I am of the opinion that none of the functions

of our own society should be abrogated. As a national body, we should be able to take care of all the industrial problems likely to arise in the promotion of floriculture commercially. It is not hinted that local problems cannot best be solved by local bodies, but surely one national or parent body might be considered as sufficient. I am not convinced that the work laid out for the proposed new organization is outside the scope of this, the parent organization, although I am now and always have been in favor of local bodies in affiliation with the S. A. F.

Do not let us rock the good old S. A. F. boat any more than is necessary. We are proud of our offspring, specializing as they do along particular lines, but I am not sure that another organization with objects almost identical with our own can do more than split our work and lead to rivalry which in the end might be disastrous to one or both.

REPORT OF THE SECRETARY

It is pleasing to report at this convention that the Society made considerable headway in the year just closed. Our membership has increased materially. Since August 1st, 1919, and up to August 10th this year, we have taken in 609 new members. Within the same period we have added 848 to our life membership roll. Our total membership is 3,311 of whom 1,509 are life members. This latter total, necessarily, includes a number of members who have not yet made good for their 1920 standing, but we have always this problem to contend

with when we have occasion to go into statistics. I might say, however, that defections from our membership are less now than they have been for some years. There evidently exists a better feeling in regard to keeping up a membership in the Society, and it is hoped that in the future our "dead-wood" will materially decrease. Our dues now are \$5.00 per annum, but it has not yet been found that the increase from \$3.00 has been detrimental. A great deal of missionary work has been carried out in the secretary's office, and the results are shown in the increase in our membership, and particularly in the additions to our life membership list. A few of our state vice-presidents this year have made considerable effort to add to our membership, and their results are worthy of our appreciation.

Our Administration Offices

The prospect of a material advance in office rental, and the need for more working room led to our taking in, April last, office quarters in the Sixth Avenue Building, in New York, in the part of the building occupied by the new wholesale flower market. This has proved to be a wise move in every way and brings the offices in closer touch with the trade, and especially with florists visiting New York. The offices are headquarters at all times



CARL HAGENBURGER



Gold Medal awarded at
Panama-Pacific Exposition
1920

Sold by Seedsmen
of America



Hammond's
"SLUG SHOT"

Cleans out the

Sow Bug



OR

Wood Louse
IN GREENHOUSES

HAMMOND'S
SLUG SHOT

First made in 1880
Thrip Juice 1883
Grape Dust 1886
Copper Solution 1888

HAMMOND'S
Paint & Slug Shot

Beacon, N. Y.

In Use Since 1886.
**HAMMOND'S
GRAPE DUST**

Registered in U. S. Patent Office.
KILLS MILDEW - INDOORS AND OUT.

Now, in regards to your "Grape Dust," I must say that when I first heard of it I had but little faith in it, because I had tried all the remedies for Mildew I had ever heard of, but they were of little value. It seems that my location favors Mildew especially. When other Florists are but little troubled, my houses are generally well covered with the Mildew, so when I sent for the first keg of "Grape Dust" my Roses were almost worthless, but since using the "Grape Dust" my Roses are the "Picture of Health." F. J. A. SCHAEFER, Newburgh, N. Y.

for such visitors, and for meeting purposes, both for our own committees and those of affiliating and auxiliary societies. We have now ample room for our detail work which as we progress necessitates space, and we are able to accomplish more and at less expense than was possible in the limited quarters previously occupied.

SECRETARY'S FINANCIAL REPORT

From January 1 to July 31, 1920			
Dues	No.	AMT	Total
1917	2	at \$3.00	\$6.00
1918	7	at 2.00	14.00
1919	61	at 3.00	183.00
1920	8	at 2.00	16.00
1920	3	at 3.00	9.00
1920	829	at 5.00	4,145.00
1921	4	at 5.00	20.00
1921	1	at 2.00	2.00

Dues and Dues, New Members

New Members	1	at \$3.00	\$3.00
"	177	at 5.00	885.00
Life Members	24	at 25.00	600.00
"	2	at 50.00	100.00
"	1	at 20.00	20.00
Buttons	53	at .75	39.75
Subscriptions to Journal, etc.			735.75
Trade Exhibition Detroit			15.10
Trade Exhibition Cleveland			3,012.55
Interest			708.03
Miscellaneous for Telegrams and			40.00
EXPENSES			\$10,561.18

GENERAL FUND AND ADVERTISING JOURNAL

Total sales from April 1 to July 31, 1920	\$1,465.25
Total amt. remitted to Treasurer	926.87

Balance on hand July 31, 1920 \$538.38

Remitted to Treasurer J. J. Hess, \$9,788.15
Permanent Fund 773.03

Total \$10,561.18
General Fund and Advt. in Journal 926.87

Total \$11,488.05

CONDENSED REPORT OF TREASURER J. J. HESS

Balance on hand in all Funds	
December 31, 1919	\$40,769.35
Receipts for General Fund	9,853.43
Receipts, Nat'l Publicity Campaign	45,175.73
Receipts, Permanent Fund	5,645.00
Receipts, Miscellaneous	983.86
	\$102,429.37

Disbursements

General Fund	\$11,528.95
Nat'l Publicity Campaign	43,487.87
	55,016.82

Balance on hand July 31, 1920... \$47,412.55

REPORT OF GEORGE ASMUS, CHAIRMAN NATIONAL FLOWER SHOW COMMITTEE

My report will be to cover the activities of the National Flower Show Committee since the Convention of 1919, held in Detroit. There was one meeting of our Committee held since that time in New York City, March 17, 1920.

While the New York Spring Flower Show was in progress, after going over places that would be logical for the next National Flower Show, the City of Cleveland was selected as most desirable, in view of the fact that

there is in a course of construction a few blocks from the place where we are now holding our meeting, a wonderful building with plenty of space available.

Easter in 1922 falls on April 16th. The Committee selected for the dates of the Show, to open Saturday, March 25th, and close Saturday, April 1st. Thus far the Committee has had a preliminary schedule set up and printed in galley form, and as soon as definite arrangements are completed for the building which we hope will be very soon, the preliminary schedule will be mailed broadcast.

The premium list prepared, is based on an expenditure of \$20,000.00. This amount, of course, would be greatly reduced by the special premiums that are offered by the various Horticultural interests. We know that there is a feeling of impatience on the part of some, but when the gigantic task is considered, and all the necessities that go to making our wonderful exhibition what we always want it to be, the last word in Floriculture, the Committee must move carefully and cautiously.

The expenses of the last exhibition held in Philadelphia, were approximately \$52,000.00. This does not in-

EDWARD REID WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin N. Y.

10,000....\$2.50 50,000....\$11.00 Sample free.
For Sale by Dealers

GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.



Henry M. Robinson Co.

55-57 West 26th Street
and 430 Sixth Avenue

Telephone:

Farragut 13 and 3180

For All Flowers in Season Call on

THE LEO NIESSEN CO.

1201 Race St. Philadelphia, Pa.

CHARLES E. MEEHAN

WHOLESALE FLORIST

9 South Mole Street

Orders and Consignments Solicited

PHILADELPHIA

DREER'S

FLORIST SPECIALTIES
New Brand New Style

'RIVERTON' HOSE

Furnished lengths up
to 500 ft. without seam or
joint.

The HOSE for the FLORIST

3/4-inch, per ft., 22 c.

Reel of 500 ft., 21 c.

2 Reels, 1000 ft., 20 c.

3/4-inch, 10 c.

Reels, 500 ft., 18 c.

Couplings furnished with-
out charge

HENRY A. DREER

715-716 Chestnut St.

PHILADELPHIA, PA.



clude the expense of any of the exhibitors, which possibly was double that amount. So that it is safe to say that the amount of money that is involved outside of the value of precious plants, etc., spent, it's about \$150,000.00.

REPORT OF HENRY PENN, CHAIR MAN OF THE PUBLICITY COMMITTEE

In part Mr. Penn's report was as follows:

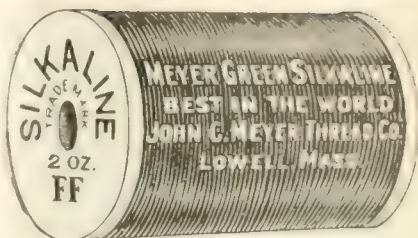
Who of us will deny that one of the most important steps of progress made in the floral world was the influence caused by our Publicity Campaign, and this in view of the small outlay actually expended. It is a tribute to our craft to have had so many who had the spirit of foresight and generosity to link up and put our slogan "Say it with flowers" across, and at such short order as to have already made of it an international by-word.

We have succeeded beyond our own dreams in our national campaign for the small appropriations expended so far, but your committee feels the need of more financial assistance in order to give the impetus to our work for next year, and we hope that some plans will formulate that will make this possible at this time. Everyone acknowledges the importance of this statement, and advertising in order to become efficient must be used frequently, or else the campaign fails. And to do this we should plan to spend at least \$100,000 for next year. The florists are sold on the publicity campaign but we must have a better method of receiving our subscriptions than that which we have pursued the past two years, although we are grateful for the start and the success already made.

Make the convention this year one of the best we ever had, but let the master-hand of Fred Ammann's past effort be one of the salient points of generosity of purpose that might be emulated by others who would like to serve their profession, so that all may benefit by sharing each other's success. And your national publicity campaign is the way to solve your problem for bigger and better business.

Advertising is the spark of electricity that ignites the gas to make the engine go, and with its motion everything else moves. It was this factor that was the weakest part of our business, but thank the stars, we have opened our eyes to its benefits and we are going to keep it up.

Today advertising is synonymous with marketing and many a national advertiser at the recent Advertising Men's Convention held at Indianapolis



Be sure and get Meyer Threads and take no other.

WM. P. FORD

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut

Call and Inspect the Best Establishment
in the Wholesale Flower District.

E. G. HILL CO.

Wholesale Florists

RICHMOND, IND.

Please mention Horticulture when writing.

REED & KELLER

122 West 25th St., New York

Florists' Supplies

We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
Florists' Requisites

THE KERVAN CO

Fresh Cut Decorative Evergreens

Highest Standard of Quality. Largest
stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies

119 W. 28th St., - NEW YORK

FUTTERMAN BROS. Wholesale Florists

CONSIGNMENTS SOLICITED

101 West 28th St., NEW YORK CITY

Telephone, Watkins 9761

WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

UNITED CUT FLOWER CO., INC.

111 W. 28th St., New York

D. J. Pappas, Pres.

FRANK J. REYNOLDS CO.

Wholesale Florists

Boston Co-operative Flower Market

260 DEVONSHIRE STREET

BOSTON, MASS.

MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

When writing to advertisers kindly
mention **HORTICULTURE**

THE BOILER OF Unequalled Fuel Economy

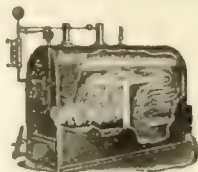
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 466 W. Erie St.
CHICAGO

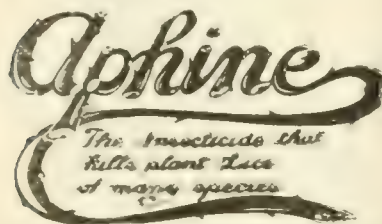
When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1919.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.



The Recognized Standard Insecticide.
A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

SOLD BY DEALERS

Aphine Manufacturing Co.

MADISON, N. J.



Save your plants and trees Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

½ Pint, 30c.; Pint, 50c.; Quart, 90c.;
½ Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00.
Direction on package.

LEMON OIL COMPANY

Dept. S. 420 W. Lexington St. Baltimore, Md.

and that you are going to keep it moving?

At the evening session, balloting for the next place of meeting showed Washington, D. C., to be the favorite place of the delegates, and the next convention will be held there. The Washington contingent were very active in rooting for the Capitol city and assured the delegates of a warm welcome.

During the evening the President's reception was held at the hotel Hollenden. It was a very enjoyable though entirely informal event. President Miller received many congratulations on the success of his administration.

Wednesday was given over largely to discussions, and to the reports of Henry Penn, chairman of the publicity committee, with an address on Publicity by Major P. F. O'Keefe of Boston. In the evening Max Schling of New York gave an address on the use of flowers in decorations, illustrated by lantern slides. This proved very interesting and profitable.

NEWS NOTES.

At a meeting held at Horticultural Hall, last Saturday, Mr. Theodore A. Havemeyer, of New York, was made a member of the executive committee of the horticultural conference on quarantine 37. Mr. Havemeyer will represent the New York Horticultural Society.

E. M. F. Jessup, who is engaged in the nursery business at Norwalk, Ct., was recently married to Miss Theresa Wilkins.

Mr. A. J. Bothman of Adams, Mass., one of the best known florists in Berkshire County, recently suffered the amputation of his right leg below the knee. The operation was made necessary by a difficulty which has troubled Mr. Bothman for the past year.

of the Advertising Clubs of the world, said that the sooner we called advertising the means of marketing, the sooner we gave it its rightful power, when it will receive its fullest benefits, and we as florists having had only two years of its experiences nationally, have a great deal to be thankful for, particularly in the results already shown.

We have the material and the money but we lack the foresight of going into this publicity campaign in the proper way. We should spend and receive at least three times the amount we have, to show you adequate returns to prove the worth of advertising.

And last, but not least, who among us will not say that since we have begun a national campaign that other lines of big business have had a higher regard for the florist, both as a bigger man, as well as being better known. When it comes to being known, take an unknown concern and one that is well advertised—which of the two will attract you? On the

same idea, who of us after seeing and hearing of the S. A. F. and O. H. and its "Say it with flowers" program, would like to see it discontinued. Hasn't it given you genuine pleasure and pride to know that you are a contributor towards making it a success



H. P. MERRICK

MASTICA

For Greenhouse
Glazing
USE IT NOW

F. O. PIERCE CO.
12 W. BROADWAY
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Mixed	all colors	2.00

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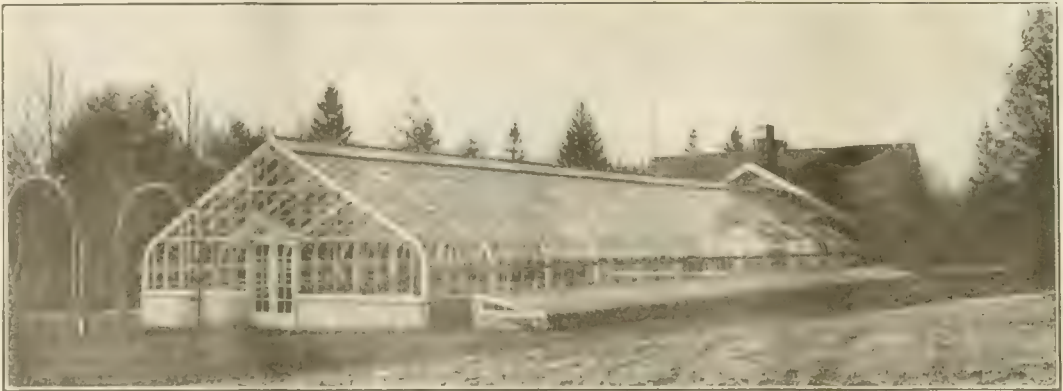
An indispensable book for every nurseryman. Complete directions for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of **HORTICULTURE** upon receipt of price, \$2.50.

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The Beardless House At Beardsley Park Bridgeport, Conn.

Know why we call it a "beardless house?" That's a long story—but here are the main points in brief. A prospective customer wanted to see some of our houses. Wanted, also, to see some that were not ours. So we gave him names of both and suggested that uninfluenced by any of us, that he go and make unbiased comparisons.

Which he gladly did. Said he liked the way we were going to stand or fall by the comparison of our houses with others. The last one he went to see was the Beardsley Park house, where we met him.



You have heard a lot of talk about valving or not valving coils. There is no talk in this case. Here are the valves.

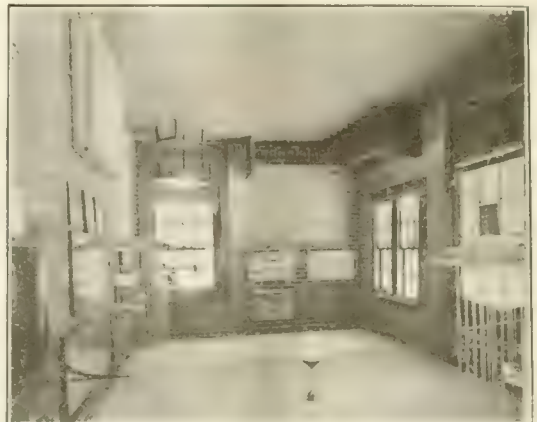
His first remark was: "Your houses always look as if they had just had a shave. No rough spots. The workmanship is smooth and clean. Some I have seen looked like they were growing a beard."

So that is why we call the Beardsley Park house, "beardless." To which let us add that our friend bought a Hitchings house. Bought it mind you. We didn't sell it. He sold himself. Or rather our houses sold him on our way of doing things. You know we go anywhere for business.

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294 Washington Street

HORTICULTURE

Vol. XXXII

AUGUST 28, 1920

No. 9

NEW ROSES FOR 1920

We shall offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
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We have a surplus of winter flowering roses after meeting our own planting requirements, which we can offer in more or less limited quantities in the following varieties: fine strong plants from 3½ inch pots. OWN ROOT stock.

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SUNBURST

and the following sorts in GRAFTED stock from 3½ inch pots:

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FERNS

NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy Jr. 2½ inch pots, \$2.00 per dozen, \$20.00 per 100; 3½-inch pots, 50c. each; 6-inch \$1.00 each; large specimens, 10 inch, \$5.00 each; 12 inch, \$7.00 each.

NEPHROLEPIS ELEGANTISSIMA COMPACTA. 3½-inch pots, 35c. each; 6-inch pots, 75c. each; 8-inch pots, \$2.00 each; large specimens, 10 inch, \$5.00 each; 12 to 14-inch, \$7.50 to \$15.00 each.

NEPHROLEPIS MUSCOSA. 3½ inch pots, 35c. each; 5-inch, 75c. each.

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The midseason asters are now arriving very excellent quality, good long stems, pinks, whites and purples, \$1.00, \$5.00, \$6.00 per 100.

A very good grade suitable for funeral work, \$1.50 and \$2.00 per 100, medium stems.

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\$8.00 and \$10.00 per 100

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Are all pot grown and are in good, shipped without pots:—

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4 inch	\$3.60 per doz.	\$25.00 per 100
5 inch	5.40 per doz.	40.00 per 100
6 inch	8.00 per doz.	60.00 per 100

HOLLY FERNS, Cyrtotun Rockfordiaum:—

4 inch	\$3.60 per doz.	5 inch \$6.00 per doz.
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BIRDS NEST—5 inch \$1.00 each

TABLE FERNS, assorted—3 inch \$6.00 per 100

COLEUS, Brillaincy—3 inch \$4.00 per 100

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Lantanas; Heliotrope; White Swansonia; Coleus; Moonvines; Salvia; Parlor Ivy; Achyranthus; Ageratum.

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Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

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Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.
The **CORARD & JONES CO.** WEST GROVE, PENN., U.S.A.
Robert Pyle, Pres. Antoine Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

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Gladioli and Dahlias

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Wenham, Mass.

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WHOLESALE AND RETAIL
Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application
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BOSTON, MASS.

Burpee's Seeds Grow

Wholesale Price List for Florists
and Market Gardeners

W. Atlee Burpee Co.
Seed Growers Philadelphia

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HORTICULTURE

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN

The Publicity Campaign was a very important topic at the Cleveland Convention of the Society last week. An enthusiastic gathering at the session devoted to it endorsed the work that had been done, and there were many outspoken in their praises of the campaign. Owing to the apathy of a very large majority of the florists of the country, which of late has been very marked, it was a question in the minds of some whether the campaign might not be abandoned. There was, however, a general expression of opinion that any abandonment would be an appalling calamity in view of the tremendous amount of good accomplished for the florists' industry. As a result, the campaign is to be pushed more vigorously than ever.

One feature of the proceedings was the reading of a letter from a large florist concern in England, Bees, Ltd. of Liverpool, enclosing a cheque for \$50.00 as a subscription to the campaign, and containing a request for permission to use the slogan "Say it with Flowers" in connection with a Publicity Campaign about to be started in England. It goes without saying that the permission was granted. The slogan ought in time to have world-wide use.

The fact was deplored that quite a number of florists had not yet met the obligations of their subscription guarantees. This has, no doubt, been due to carelessness. It is hoped that they will now feel the importance of making remittance, and send in their cheques without further delay.

Our committee are pleased to continue their work, but it is up to the florists to give the necessary financial assistance. As has often been said in this column, if every florist would give only five dollars (\$5.00) toward the campaign, it would be fully financed. Several have individually given one hundred times this amount, but that is no reason why ninety-nine other florists in each case should evade a subscription to the fund which is creating so much benefit for them.

At the convention hundreds of incidents were related in proof of the business bringing power of our slogan, and its actual promotion of business. All this was very interesting to these who have thus far subscribed, and especially to those enthusiasts who

HYACINTHS TULIPS NARCISSUS CROCUS

Catalogue and Special Prices
on Application

J. M. THORBURN & CO.

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Through to 54 Park Place
NEW YORK CITY

SUPREME BRITISH SEEDS

Get our prices for delivery from
1920 Harvest on all lines of
GARDEN and FARM ROOT
SEEDS.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

Cables: "Kelway Langport."

PAPER WHITES, LILIES, TULIPS, HYACINTHS, NARCISSUS and OTHER FALL BULBS

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NURSERYMEN, FLORISTS, PLANTERS
RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's
Fund for Market Development, also "Say
It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES
shipped now or later from cold storage
from New York, Denver, Chicago and
London (Canada).

FOR JULY-AUGUST SHIPMENT
SEEDLING FERNS in FLATS, all
varieties.

FOR IMMEDIATE SHIPMENT

BAMBOO STAKES

Natural and Green in all sizes—both
domestic and Japanese.
Write for prices stating your require-
ments.

McHUTCHISON & CO. 85 Chambers St.
NEW YORK

have doubled, or trebled their subscription. Now you Mr. Florist, who have not yet subscribed don't you think it is about time we heard from you? You have doubtless, always been proud to pay your own way, and you are assured that in making a subscription to our fund you relieve yourself of any thought that you are benefiting from the generosity of others. You are not really giving anything, you are merely investing a small amount which most surely will bring good returns. This has been proved time and again.

You can also help in another way. Perhaps your establishment furnishes an opportunity for the display of one of our big billboard signs "Say it with Flowers" if so you would help the campaign if you would get one and install it. They are cheap—about cost of material and labor—ornamental, and quite desirable.

Let us hear from you anyway.

JOHN YOUNG, Secy.

43 West 18th Street,
New York City.

PLANNING A MAIL ORDER BUSINESS

The Murphy Manufacturing Co., 275 East avenue, which does a large mail order business in novelties, is making an expansion in its business by taking on a new line in addition to its present output in the form of a floral business. Spacious greenhouses are being erected upon the company's property in which all sorts of flowers and shrubberies, which can be sold by mail, will be grown. The building of the greenhouses is well under way and as soon as completed the new branch of the business will be started.—Norwalk, Conn. Post.

MR. BURR GOES TO EUROPE

C. R. Burr of the Burr Nursery Company recently sailed from New York city for France. He is accompanied by several prominent nursery men all over the country who are going to France to investigate the seedling question. Since the great war this question has been one that has puzzled the American nurserymen. The war has practically put the nursery business in France out of commission. It is for the purpose of looking over the prospect of the business for future trade that these men are going across the water. The party intends to visit Belgium and England before returning in October. —Westchester, Conn. Herald.

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail **NORTH ABINGTON, MASS.**

PLEASE YOUR CUSTOMERS

by furnishing them with

**Framingham Evergreens, Trees,
Shrubs and Roses**

FRAMINGHAM NURSERIES

Framingham, Mass.

We Have on Hand the Largest Stock of

BOXWOOD

All Shapes

RHODODENDRONS

Parsons' Hardy American Seedlings

1,000 BAY TREES All Sizes

MONTROSE NURSERIES

N. F. McCARTHY CO., Props.

Nurseries: "MONTROSE"
Wakefield Center, Mass.

Office and Salesroom: 112 Arch St.
BOSTON, MASS.

NASSAU COUNTY HORTICULTURAL SOCIETY

The monthly meeting of the Nassau County Horticultural Society was held on August 11 in Pembroke Hall, Glen Cove. Thos. Twigg presided and James Michey was elected to active membership and five petitions for active membership were received. Wm. Milstead was first for 12 gladiolus and also for 12 asters. Ed Harris won first for 6 tomatoes. Frank O. Johnson received a cultural certificate for Cyp. Frau Ida Brandt and honorable mention for Cyp. Curtisii.

A letter of sympathy was sent to Mrs. J. Partridge. Mr. Partridge, one of our honorary members, died suddenly last week. A letter was also sent to the brother of the late Wm. Gillis. Mr. Gillis, one of our active members, died after an operation.

The Dahlia Show will be held on September 30 and Oct. 1 in Pembroke Hall.

The exhibits for the September meeting will be one outdoor melon, 12 potatoes, three head of celery.

The annual picnic of the society was held on Thursday, August 12, and can be classed as one of the most successful ever held by the society. The only ones to make a complaint will be the ones who stayed home for they sure missed a good time.

ARTHUR COOK, Cor. Sec.

NEW HYBRID LADY'S SLIPPER

A new hybrid lady's slipper raised in the Garden orchid houses during the last five years has just produced its first flower. This is the first slipper orchid raised at the Garden to reach the flowering stage and will bear the name of "D. S. Brown" in honor of the man who brought the Garden orchid collection up to the present standard. The parents of the hybrid were *Paphiopedilum barbatum* Crossii, a native of the Malay region, and the hybrid *P. Harrisianum* superbum. Both were dark-flowering types, but the color of the offspring is greenish yellow with a prominent white dorsal sepal, the upper portion being flushed with bright purple. The margins twist back with age, resembling *P. villosum*, the parent of *P. Harrisianum*. The general shape of the flower suggests *P. Harrisianum*, with the exception of the broad dorsal portion with its prominent venation, this being plainly indicative of *P. barbatum*.

—Missouri Botanical Garden Bulletin.

The St. Louis Florists' Club elected the following officers: President, W. R. Rowe; Vice-President, William Osseck; Secretary, J. J. Beneke; Treasurer, William C. Smith. Trustee for three years, L. Baumann.

PRIMULA

OBCONICA

CHINENSIS

MALACOIDES

OBCONICA, Separate colors or mixed

CHINENSIS MIXED. 2¼ inch pots, \$7 per 100; \$60 per 1,000.

Ready Now. Raised from Selected Seed

CINERARIA, Half Dwarf Mixed, 2¼ inch pots, \$7 per 100; \$60 per 1,000.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

Your Store Window

Do You Know What is the Most Effective Height and Depth?

Have you ever stopped to consider what effect the height or size of your store windows may have on your business? Probably the average florist has never thought of this matter, and yet it is a question which deserves attention. The manager of a very large retail concern in New York has been talking about this question, and has given some views which are well worth the consideration of all retail florists. Among other things he said:

"The effective show window should have a floor about eighteen inches above the sidewalk level and the glass should never be more than eight feet high. Any window space above that height is of no great value for display and is very difficult to trim.

"The eight-foot or less window is far more effectively trimmed and lighted. Windows more than four feet deep require too much merchandise and labor to trim, so that false backs must be used. The window backs should be paneled to the height of the window front and should be painted with a white enamel. The glossy surface adds life to the display and the white never jars with any other color which may be placed near it. Mirror panels also add greatly to the appearance of a window.

"In studying the plans for store fronts I have come to believe that deep set in doorways are all wrong, unless in the case of a very narrow front. The easier we make it for the people to enter the store the more we will get in. Then there is less chance of conversation parties blocking up the passageway.

"We have several instances where

there are two entrances with an island show window in the front, a passage all around back of it and then another window placed between the two entrance doorways. The island window is nothing more than a glass box which must be trimmed to display all four ways, and very little can be done in the upper part without interfering with the lighting or with the daylight getting through to the rear show window. As it is, this rear window must be artificially lighted most of the time. The passageway is a great parking place for baby carriages, with no half-hour limits, and they block all passing and kill the window displays.

"Island" Windows Unprofitable

"I have checked up two such places and have found that 10 per cent of the people who came into this passageway went into the store, and there was a still smaller percentage of people who did go into the store who never noticed the passage at all. Our windows are not supposed to contain samples of everything we have to sell, and a store big enough for two double entrances will always have sufficient show space for the necessary displays. So I am convinced that this style of front, though often very snappy looking, is not worth to us the extra cost of the construction, of the extra floor space taken, or the extra cost of lighting.

"I believe that when we have a large store front and want more window space, then the set-in front can be used, but cutting out the island show window altogether, leaving the front clear and wide open. Such a

space is inviting, rich looking and gives far greater value to the side window displays, and gives the middle window a chance. Such an entrance with white tile floor, white enameled ceiling, and with snappy, well-lighted show windows on three sides, is far superior to any other design. Should we require a basement entrance in the center, same should be surrounded simply by brass handrail.

"The ceilings of show windows and vestibules should always be painted white to aid the lighting scheme. Only in cases of very high entrance ways or where there are great quantities of insects should these exterior ceilings be painted red."

THE MARKET

There is practically no market. To be sure, there are flowers enough such as they are, but buyers are few and far between. There is a tremendous glut of gladioli, which can be bought at almost any price down to one cent each. Asters are plentiful and also selling low. There is a fair demand for helichrysum and even goldenrod is noted in the Boston market.

The Canadian Horticultural Society has elected the following officers: President, W. E. Groves, Hamilton; First Vice-President, C. J. Hay, Brockville; Second Vice-President, Fred T. Clark, Toronto; Secretary-Treasurer, H. J. Eddy, Montreal. The association at its twenty-third annual convention voted to change the name to Canadian Florists' and Gardeners' Association.

At the annual meeting of the ladies of the S. A. F. at Cleveland last week, Mrs. George Asmus, of Chicago, was unanimously elected President. Mrs. Martha Guenterberg, of Chicago, was elected Vice-President; Mrs. A. M. Herr, Secretary and Miss J. D. Fulmer, Treasurer.

HORTICULTURE

Vol. XXXII

AUGUST 28, 1920

No. 9

THE TALK OF THE TRADE

It is interesting to watch the gladiolus growers in their efforts to produce absolutely pure white varieties. Several of the varieties called white are, strictly speaking, not white at all, but cream, while others have a considerable infusion of some color. There was nothing at the recent show in Boston to equal Europa, as a white glad. I think that most all growers will admit the truth of that statement. It makes a difference, though, for what purpose the flower is wanted. Take Lily White, which was shown by Pres. Meader, of the American Association, as an example. In spite of its name, this flower lacks the snow white character of Europa, but it is a remarkably good florists' flower, much better than

Europa ever will be from that viewpoint. The individual flowers are not very large, and they are set closely on the stem. They are not deep enough to crush readily. They stand up remarkably well and can be used readily for decorative work. As a florists' flower, therefore, Lily White is exceptionally good, but it is always necessary to make a distinction between what is purely a florists flower and what is a show or exhibition type.

If I am not mistaken, there is likely to be a little confusion over the gladiolus known as White America. It will be remembered that Mr. Childs has been putting out a variety under this name, but recently I was shown another and quite different White

America, which I was told had been brought over from Holland. In the work which is being done to prevent duplication of names, I am afraid the committees will have some difficulty in avoiding such duplication where the same name is given to different varieties in two different countries.

It seems to me that the L. Bomb Floral Co., of Detroit is serving both its customers and its own interests with the little card which it sends out. The sentence "Flowers are Alive" immediately catches the eye and leads the reader to follow down the card with the result that the name of the concern is impressed upon the memory. Perhaps other florists will like to adopt a similar plan and I am sure that Mr. Pochelon will not object if



A Field of Well Grown Asters

I reproduce the message:

Flowers Are Alive

If you treat them well they will respond and bloom forth in all their beauty.

If You Abuse Them

or are careless with them, they will quickly fade and die.

We try to send you blooms that will last and be a pleasure to you.

For your own pleasure, will you just notice these blooms and see that they are in a receptacle that holds a generous supply of fresh, cold, life-giving water.

If They Wilt

cut a piece off the stem, put them deep in fresh water, and if possible, place them in a cool dark place for a few hours.

Flowers will wilt in a draught, or without sufficient pure cool water. Some flowers, if bruised, will drop their petals, but with a little care and hardly any attention they will well repay you.

We Work a Year

day and night to produce the flowers—will you spend a few moments and a little care that they may continue their beauty for your pleasure?

Over night, keep them in a cool place free from draught and deep in water.

The L. Bemb Floral Co.

ALBERT POCHELON

153 Bates Street Detroit, Mich.

Flowers or Floral Gifts

delivered on short notice, by mail or telegraph, through our six hundred branch stores in the United States and Canada.

"SAY IT WITH FLOWERS"

"TRY BEMB FLORAL SERVICE"

Godfrey callas proved to be a good crop for many a florist last winter, and this coming season will probably be no exception. Now is a good time to get your plants started if you have not enough stock of your own; three and one-half and four-inch plants of this calla pushed right along from this time on into the fall will give surprisingly good results. Many who have not had the experience think that large dormant bulbs are necessary for flowering the following winter, but this is not true. James Wheeler says, "Keep a Godfrey calla growing and it will flower for you," and while the flowers from small bulbs will not compare in size to the old-fashioned calla, there are many uses for them, and in fact, many of us like the smaller flowers

better than those big, overgrown monsters that are hard to use in many cases.

The paper white situation has come down to the point where it is a question of getting the stock rather than a question of price. Those who bought early were fortunate. The crop is very short and growers who haven't bought will find that if they are successful in getting any stock from now on, they will have to pay a pretty good price.

Many florists don't seem to realize that bulbs of Spanish Iris are one of the items shut out by Quarantine 37. There are numerous inquiries, but apparently no way of furnishing a supply. I understand, however, that at least one enterprising bulb house has made arrangements with a grower in California to grow on a quantity of Spanish Iris from small stock which came in before the quarantine went into effect. This stock will probably be available in two years; it is doubtful if it will be ready for next year. Let us hope that it will turn out well and there seems to be no reason to believe that it will not be of good quality and useful to the trade.

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PINK SHADES

	Oz.	1/4 lb.	1 lb.
Mrs. A. A. Skach.....	\$0.75		\$9.00
Miss Flora Fabing.....	.75	\$2.00	8.00
Belgian Hero.....	1.00	2.50	9.00
Rose Queen (Genuine)...	1.50	6.00	18.00
Rose Queen Greenhouse Seed.....	3.00		
Louise Gude Greenhouse Seed.....	3.00		
Morning Star (Genuine)...	1.00	3.00	10.00
Yarrowa (Australian)...	.75	2.50	8.00
Mrs. Wm. Sim Orchid...	.75	2.50	9.00
Miss Louise Gude.....	2.00	7.50	25.00
Mrs. Paul Dasha.....	3.00	10.00	
Early Empress.....	1.50	5.00	15.00
Apricot Orchid.....	.85	3.00	10.00
Fordhook Pink.....	.85	3.00	10.00
Fordhook Rose.....	1.00		10.00
Early Song Bird.....	1.00	3.00	10.00
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Gertrude Welch.....	3.00	10.00	30.00
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Cherry Ripe.....	2.00	7.00	25.00
Equisette.....	1.50	5.00	15.00
Daybreak (Burpee).....	1.50		17.00
Primrose.....	2.00	6.00	17.00

LAVENDER AND BLUE

	Oz.	1/4 lb.	1 lb.
Lavender Orchid.....	\$0.75	\$2.50	\$8.00
Mrs. Chas. A. Zvolanek...	2.00	6.00	20.00
Early Lavender King...	1.50	4.00	14.00
Early Zephyr.....	1.50	4.00	14.00
Spanolin, Lavender.....	4.00	15.00	
Early Heather Bell.....	1.00	3.00	10.00
Zvolanek's Blue.....	2.50	9.00	30.00
Zvolanek's Pale Blue....	2.50		30.00
Blue Bird.....	1.50	5.00	15.00
Blue Jacket.....	1.50	5.00	15.00
Marquis.....	1.50	5.00	15.00

WHITE

Watchung Orchid.....	\$3.00	\$10.00	\$30.00
Bridal Veil.....	.85	3.00	10.00
White Orchid.....	.75	2.50	8.00
Venus.....	.75	3.00	10.00
Mrs. M. Spanolin.....	.75	2.50	8.00
Snowstorm.....	1.50	5.00	15.00
Daintiness.....	1.50	5.00	15.00
Zvolanek's Red.....	2.00	6.00	
The Beauty.....	1.00	3.00	12.00
President Wilson.....	1.00	3.00	10.00
Concord Red.....	1.00	3.00	10.00
Britannia.....	3.00	10.00	35.00
Early King.....	1.50		18.00
Christmas Pink Orchid...	1.00	3.00	10.00
Pink and White Orchid...	.75	2.50	9.00

C. U. LIGGIT

Wholesale Plantsman

Bulletin Building

PHILADELPHIA

I have mentioned it before, but it will stand repeating; stock of vinca is again scarce, as it has been for several years back. There is a persistent call for all sizes ranging from 2 1/4-inch pots through to field-grown plants. Anyone having any surplus to offer will do well to bring it before the trade as it will be quickly taken up and at fair prices. This is a crop which can be made to turn in a good profit and this point should be taken advantage of by growers who have the room to spare.

Field-grown carnations around New England certainly are running below the average. There are a few exceptions where the stock runs strong and even, but generally speaking, not only in Massachusetts, but through the Northern states of New England the stock is only of medium size and of rather poor quality. Plants did not do well in the field and there is quite a lot of late planting. Matchless and Ward are showing up better than most of the varieties. Enchantress types while below what they should be have done better than Pink Delight, Benora and the scarlet and crimsons shades. Possibly we may not see such a quantity of early flowers in the markets as was expected, and I believe that carnation growers will do well to hold their

plants back until they are well built up, as a good crop after November 15, will give much better returns than by turning them loose for early flowers and sacrificing the plants.

The market in general through the East for some time past has been very low, not only during the month of August, but quite a good part of July was below what we had a right to expect. I do feel, however, that the florists throughout the state of Maine are very well pleased with July. Trade seemed to keep up very nicely with them, not only in the general run of retail work, but funeral work also. Outdoor stock did very well, and while sweet peas at this writing are in very bad shape on account of a lot of damp weather, the stock was fine up to August 1. An unusually fine lot of asters are to be seen, and I was particularly impressed with the large amount of garden flowers raised besides sweet peas and asters.

Burr's Greenhouses at Freeport, Me., are preparing for a big business the coming season. Pot plants are in good condition and carnations, while they are just being housed, seem to average a little above the general run of stock. I also noticed an exceptionally fine lot of cold storage lilies coming along at this place, and Mr. Burr shows plainly that he is successful with this crop. While the plant of carnations at Minott's in South Portland, Me., was a little later than they like, the stock that is going in is very good. Mr. Minott is particularly fortunate in having such fine stock of Pink Delight, and expresses himself as very much in favor with Mr. Strout's White Delight. Everyone who has had a chance to observe the latter variety says that it is a strong grower and better producer than the parent plant, and everything that I have seen goes to show that this is true.

MORE BEAUTY IN OUR SHOWS

To go from the hall where red, crimson, pink, yellow and purple gladiolus were exhibited in Horticultural Hall to the upper room where the orchids were shown, each placed by itself on the gray trunk of a tree, was like passing from some busy thoroughfare into the atmosphere of a beautiful cathedral where one was rested and refreshed.

Mr. Burrage had the trees cut at just the right height to best show the flowers. Then the pots were painted gray to harmonize with the trees. It was all quiet, beautiful, restful.

In the thoroughfare where the gladioli, each beautiful in itself, were shown, one felt the gay atmosphere of the Midway Plaisance in the old White City of the Fair at Chicago. One met one's friends and caught the gay word of greeting. Friends meet at Horticultural Hall, the gardeners are our friends, growing for us the beautiful flowers and we miss a pleasure if we are not theirs.

One of the prettiest pictures I saw in connection with this show was of two little Negro children three or four years of age carrying two white blooms of gladiolus away from the hall. The glee in the children's faces, the tall white flowers held by the little crisply dressed black children was beautiful to see. I wished that I were an artist to paint that picture of the show.

M. R. CASE

Hillcrest Gardens, Weston August 14, 1920.

The Florists' Hall Association, in session at Cleveland last week, elected the following officers: President, G. Fred Ammann; Vice-President, J. S. Wilson; Secretary, John G. Esler; Treasurer, James H. Heacock. Directors, Charles L. Washburn, Earl H. Mann, Samuel Murray, J. C. Vaughan, and J. S. Wilson.



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5500 Ward	15.00	125.00
100 Benora	15.00	
1000 Bernice	18.00	

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1000 American Beauty, 4 in. own root, per 1000.....	200.00
1100 Hoosier Beauty, 3 in., per 100.....	15.00
300 Maryland, 3 in., per 100.....	15.00

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NEW JERSEY

HORTICULTURE

Established by William J. Stewart in 1904

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It was inevitable that the name of the Canadian Horticultural Society should be changed. For some time it has been apparent that there was a strong feeling throughout the membership that the old name did not properly represent the purposes and objects of the organization. Especially during the past year there has been much discussion in regard to the proposed change, and while some of the leading florists recorded themselves in opposition, the majority were free to express themselves as approving a name which would actually include the word "florists." It is not surprising, therefore, that at the recent convention the unanimous report of the committee appointed to consider the matter should be accepted with spontaneity. From now on, therefore, the organization will be known as the Canadian Florists' and Gardeners' Association. It is an expressive name, telling exactly what the Association is expected to represent. We believe that the change is a good one, and that the organization will make more rapid growth now that this matter has been settled.

Of course, Boston and all New England feel happy at the selection of Thomas Roland, of Nahant, Mass., for president of the S. A. F. and O. H. There is a feeling of natural pride in having a representative of one's own section at the head of this great organization. At the same time we are sure that the membership throughout the entire country feels that no better selection could have been made by the convention. President Roland's well earned reputation is not confined by any means to the East. He is known wherever florists are to be found, and everywhere commands the highest respect and esteem. While Mr. Roland is not the kind of man to be described as "hail fellow, well met," he is nevertheless a very companionable and likable man,

especially in the company of his closest friends. He has made a distinct success of his business, growing to perfection certain flowers which are by no means easy to handle. He is a ready speaker, remarkably self possessed, always able to meet any situation which may arise, and never failing to be fair and impartial in his decisions when occupying an executive post. We feel sure that he will carry the S. A. F. through a successful year and justify the confidence which has been placed in him.

President Roland will have the assistance of a very capable list of officers. Mr. Gude, vice-president, holds a high rank among florists, and will make a splendid host when the society goes to Washington next year. No one could doubt the popularity of Secretary John Young who was present when he was nominated by George Asmus and heard the tumult of cheering which followed. Mr. Hess has made a very capable treasurer, and no one could see any reason for making a change in that office.

It is evident that growers in all lines feel the necessity of a more rigid standard in the matter of nomenclature, and favor whatever action is necessary to bring about a proper revision and to prevent the duplication of names. It is true that not a few difficulties are certain to be met with as was stated by Professor A. C. Beal in his report before the American Gladiolus Society in Boston. Probably it will take a long time to overcome all of these difficulties, but the hearty cooperation of the growers in all branches of horticulture will mean much towards bringing about the desired result.

At the report of the Nomenclature Committee before the convention of the S. A. F. some important points were brought out. Many members learned for the first time of the work of the joint committee which represents the American Association of Nurserymen and Ornamental Growers' Association, the American Society of Landscape Architects, the American Pharmaceutical Association, the American Association of Park Superintendents, the American Seed Trade Association, the Society of American Florists and Ornamental Horticulturists, and the American Pomological Society. In the report read at the convention, an interesting recommendation from Harlan P. Kelsey, of Salem, secretary of the Joint committee, was read. This recommendation calls for the establishment at once of a National Plant Registration Bureau, which should pass on all new plant names, and whose decision should be final. This bureau should be equipped to identify any plant material submitted to it, and to register new names. Revision of "Official Catalogues of Standard Plant Names" should be made at stated periods, perhaps five or ten years apart, when necessary changes and additions should be made. New editions should be planned as may become necessary, in which additions but not changes may be made. The United States should establish suitable and adequate botanic gardens for growing specimens of plant materials with their standardized plant names attached.

We know that Mr. Kelsey has given much time to a study of this matter, and no doubt his recommendations will be given careful consideration. Certainly this whole question is coming to the front more insistently than ever before. This is true, not only in this country, but also abroad, and it is safe to say that with so many members considering the question some sort of suitable solution will be duly evolved.

"SAY IT WITH FLOWERS"

If he is "an ungrateful pup," say it with dogfennel.

If she is a sour old girl, say it with catnip.

If he is in the poultry business, say it with old hens and chickens.

If he deals in seafood, say it with oyster plants.

If he deals in watches, say it with 4 o'clocks.

If she is a sensitive soul, say it with touch-me-nots.

If he is a spiritualist, say it with live forever.

If she is going to be married soon, say it with a bridal wreath.

If she got engaged in a fog at the seashore, say it with love-in-a-mist.

If she is a flirt, say it with sprays of the butterfly bush.

If she is divided in her affection, say it with love-entangled.

If they are the parents of a new infant, say it with baby-breath.

If he is bilious, say it with liver-wurst.

If he is tubercular, say it with "love-heal-you."

If she is inclined to be a tyrannical wife to a Hollander, say it with dutchman's breeches.

If he is a Hollander who smokes constantly, say it with dutchman's pipes.

If she is extravagant with footwear, say it with slippers.

If he is going into the sheep business, say it with phlox.

If he's a nut, say it with daffodils.

—Retail Public Ledger.

SNAPDRAGON RUST

Snapdragon rust (*Puccinia antirrhini*) is apparently an American disease having been first found in California in 1895. Since that time it has spread all over the United States by means of infected snapdragon plants shipped from place to place.

In the past, spraying with Bordeaux mixture or ammoniacal copper carbonate has been recommended to hold the disease in check, but experimental work done by Prof. George L. Peltier of the Illinois Agricultural Experiment Station and reported in Bulletin No. 221 of that station proves that the benefits derived from spraying are not sufficient to justify the expense.

The disease attacks all portions of the plants, leaves, branches, stems and even the seed pods, and that all varieties are equally susceptible.

To prevent its spreading among plants already in the greenhouse do not syringe the plants. The spores are carried from plant to plant in this manner, and also it creates conditions favorable to the germination of spores.

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When watering be very careful not to wet the foliage, simply water the earth.

The disease is not carried over on the seed. This affords a method of avoiding trouble. Remove the soil from the greenhouse benches that has grown infected plants, replacing it with soil which has not grown snapdragons for one year or longer. In growing the seedlings be very careful to avoid the use of infected soil. By this manner only can trouble be avoided.

Having produced seedling stock the desirable varieties can be selected and propagated by cuttings. Be very careful not to use infected cuttings because even a very few cuttings in a cutting bench can cause the loss of the entire bench full of cuttings, the grower laying the trouble to "damping off."

A. L. Miller

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Keep the plants clean, and the houses in which they are growing well ventilated. Should the rust show up among the plants burn such plants immediately. With these precautions and the growing of seedlings in clean soil a reasonably clean and profitable crop can be grown, but it will be at the price of eternal vigilance.—P. T. B.

The American Greenhouse Mfg. Co. is to build a conservatory and show room for Schiller, the florist, at 4509 Broadway, Chicago. The conservatory will have several large display windows facing the street.

Dean & Bario are the proprietors of a new flower store recently opened at Waterbury, Conn. Both the owners are women, Miss Dean having worked for some years under the direction of Dallas, the florist.

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 Under the Park Street Church

Flowers Under Glass

You should get your Giganteum lilies potted up as soon as possible. Give them a rich compost and use either six or seven inch pots. After they have been potted, the best place for them is a cold frame, with the pots covered six inches deep with soil. If a period of heavy weather comes on, cover the frames so that the bulbs will not get too much water. By the middle of December they should have made roots enough so that they can be brought in and placed on a bench, with a night temperature of about 50 degrees. The bulbs can be potted any time during October, and will come through all right, but the earlier they get in the pots the better. In any event, make up your compost right away and get it under cover.

It's important to look over the carnation beds every day and give water whenever there is any sign of dryness. Have plenty of ventilation even at night. It will soon be time to think of supports for the carnations and oftentimes there is a little lull at this season, which gives you a chance to get some of them set up.

Do not allow the Miltonias to become dry during their growing season. For that matter, they should not remain dry for any length of time, even when at rest. They need syringing regularly, because Miltonias are often preyed upon by thrip, and there is no better way to get rid of these pests. The best way to grow Miltonia flavescent and spectabilis is in baskets or pans suspended from the roof. Have a constant circulation of top and bottom air, if possible. A winter temperature of 55 to 60 degrees seems to suit these plants, and there is no reason why they shouldn't be more widely known, being exceedingly valuable for decorative purposes. Miltonia candida and cuneata do well in pots or pans, if the drainage is good. Give them a compost of rough chopped sphagnum moss and fibrous peat. Several pieces of broken charcoal mixed with the compost will be of benefit. Give enough water so that the roots will keep moist.

When tying up the roses, see that the plants are not bunched too much. This is an important matter at this season, for too close tying will make

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DENVER,

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the plants lose many of their leaves. It is a good plan when stringing the wires to have the knots free and loose so that the plants will not be choked as the shoots increase in size. The proper way to handle roses is to tie each shoot separately down between the first and second eye. This will be a great help while cutting later on, and will result in having fewer roses cut in the wrong way. Moreover, the cutting can be done in quick time, the strings serving as a guide. Be sure that the stakes are tight so that they will not slide when the plants are syringed later on in the season. Use white cord for this purpose, and have the knots well tied so that the stakes will not move. See that the stakes are put in on the same side of the plants so that they will be in rows. This at least adds much to the appearance of the house.

It is about time to mulch the Beauties which were planted early so that the roots will be protected from the rays of the hot sun. Give the plants plenty of plant food so that the soil will be rich all the time the plants are growing. The best time to apply manure is when the plants are starting for another crop and with the new growth about half grown. True some growers claim that mulching protects the plants for a week or more, but other good rose growers say that they have never seen any such result when the work has been done properly. Of course the manure must be well decayed, and it should have been turned over for at least once a week for several weeks before it is put onto the benches. Clean up the plants well before putting on the dressing, making a point to pick off all the broken and dead leaves, as well as the leaves on the bottom that might touch the manure. After that give a good top dressing of bone meal and work it generously into the soil. It should be practically rubbed in, and steel scratchers should be strictly tabooed, for with them there is much danger of destroying many roots. Don't put on too much manure at one time and give a good watering as soon as it has been applied. The water will remove any heat that may remain, while at the same time it will wash much of the ammonia into the soil, making it available to the roots. This matter of watering right after mulching is important, for otherwise the plants may be burned.

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George Watson's Corner

"You in your small corner and me in mine."

Charles Henry Fox has never been much of an S. A. F. man, he says, and he did not attend the convention. But he is a strong adherent of the F. T. D., and means to attend their general meeting without fail. The F. T. D. appeals to many, just as it does to Mr. Fox. It is well to remember, however, that the S. A. F. some thirty-five years ago, started in to pave the way for all these later developments, and she is still a hale and hearty matron lady, and deserves affection from her many children.

Charles Sim writes from Kelso, July 29, where he is staying with his brother for a month after making a tour of the North of Scotland by way of Forfar, Aberdeen, Inverness and back by way of Perth. He is well and enjoying his vacation. He will return on the White Star Line, sailing from Liverpool in September.

Words of wisdom. What good are they if people give no heed? For years uncounted have we listened to the sage advice:—never bring in your crop at a time it is not wanted. And yet—here it is mid-August and we see oceans of asters and gladioli and countless other things being thrown into the market, while there isn't a single buyer for a thousandth part of it! Time wasted, labor wasted, money wasted. Instead of covering yourself with mud and whiskers and a wringing shirt—why not go fishing?

We cannot say much for the man who stays at home, while all these wonderful things are happening out at Cleveland, "say Jim that gives me an idea." "I've got a hunch—there's millions in it!" We can hear the boys talk, out there, just that way, and they are right too. There is nothing like getting together for developing new ideas. So the old fossils, like myself, who stays at home are back numbers

We regret to have to disagree with our boss the managing editor of "Horticulture." His weekly sayings are so wise and forceful and to the point that we had about come to believe him infallible. But when he argues that

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August is not the best month to have a Florist Convention we beg to differ. That's the time they all have plenty of time, and that's the time to get together! The old sages who founded the S. A. F. knew what they were doing, and they hit the psychological moment. J. C. Vaughan and John Thorpe and Robert Craig and all the

rest of these old timers knew what they were doing. Peter Henderson and Edwin Lonsdale and William J. Stewart and all the other progressives of that day, came a running, and the society was a success from the start. Don't get the thing mixed up with exhibitions. That's another story altogether.

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Beyond a doubt, as has been proven, late in August, all of September, and up to the middle of October, is the best time to sow grass seed in the latitude of Philadelphia, for all purposes, particularly for lawns, putting greens and fairways.

It used to be that the spring months were considered the best time to sow grass seed; but the seed sown in the fall has given better results.

Probably the chief good reason, if there are no others, for late summer and early autumn sowing, are the facts that the nights are cooler and there is a certain amount of natural moisture furnished by heavy dews if there are no rains. Furthermore, the growth of weeds and other undesirable plants is practically over at that season, which is an important factor in the elimination of a poor sod. Again, the spring months are busy times for all other kinds of work, and it is not always possible to devote the care of preparing the ground for sowing seed for a permanent sod, which is available later on.

Most of the Landscape Gardeners are using the above time for making a

new lawn. It is frequently thought that the approaching winter has a serious effect upon the young grass, but as a matter of fact, this is not generally so, the more snow we have, the better, as it seems to feed the roots.

Grass established in the late autumn or early autumn will make rapid growth early the following spring, long before you could think of getting the seed sown and the ground in a workable condition. The time as advised above will gradually replace all others for sowing season.

J. F. BRADLEY.

NEW ENGLAND NEWS NOTES

A recent attempt was made to burglarize Conant's Florist Shop on Essex St., Salem, but proved unsuccessful. This is the second attempt of the kind.

Mr. A. W. Higgins, a well known florist of Westview, Mass., recently lost a barn from fire, the barn being struck by lightning.

Edward S. Haskell of Fairhaven, Mass., long a leading florist in that section, died recently at the age of 63. He was prominent in politics as well as in florist trade.

Wm. Dillingham, aged 70, is dead at

his home in Randolph, Mass. Mr. Dillingham was a well known florist supplying many of the stores in Brockton and other places.

The horticultural building at the Rhode Island State College was recently destroyed by fire.

Mrs. Sarah Joyce, prominent in the florist trade, is dead at Pottsville, Pa. Mrs. Joyce was born in Ireland in 1839, and was known as the oldest business woman in the vicinity of Pottsville, where she had been engaged in the florist business for almost 60 years. She was the mother of fourteen children.

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RAMBLING OBSERVATIONS OF A ROVING GARDENER

I am told by one of the ladies who has been making the rounds of the most famous gardens in the vicinity of Boston, through an arrangement with the American Civic Federation, considers the Larz Anderson garden, in Brookline, the finest of all which she saw, with the Brandegee garden at Faulkner Farm, also in Brookline, next. Of course this is only one woman's opinion, and other visitors may have thought differently, because tastes do not run alike in these matters, any more than they do in any others. As one thinks over the gardens around Boston, one is surprised at the wide diversity in character and interest

which they show. Also it seems difficult to understand how anyone can make the sweeping statement, as I understand some of the women who returned to Chicago after the North Shore Convention did make, that the Chicago gardens are more attractive than those of New England. Truth to tell, it is very difficult to make such comparisons. Probably the purely formal garden is more in evidence in the Middle West than it is in New England, where even the so-called formal gardens often have a suggestion of informality quite commonly associated with the New England States.

In the Greater Boston district there certainly is little comparison to be made between such gardens as that on the Anderson estate, where Italian features prevail to a large extent, and which is impressive largely on this account, and say the Hunnewell Garden at Wellesley, with its topiary effects, or the Crane Garden at Ipswich. Of course, the Wellesley estate is famous the country over, but more especially for its trees and its shrubs than for its perennials. Indeed, the pinetum here is one of the most noted of those to be found on any private estate.

The most delightful feature of the Crane place is the rose gardens. The setting is admirable, there being an enclosure which gives a most delightful feeling of privacy and intimacy to the garden. The roses are in great variety and carefully kept. They thrive far better, too, than one might



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perhaps expect in such an exposed situation as that of the Crane estate, located as it is close beside the open sea of the North Shore. Of course, however, the protection which has been given the garden by the surrounding planting accounts largely for the satisfactory way in which the roses winter. The formal garden on this place is also most delightful, the water effects being especially attractive. When it comes to the planting of trees and shrubs such as are needed to make the place really complete, much yet remains to be done, and probably Robert Cameron, the present superintendent, and one of the best known gardeners in New England, has plans made along this line. He is certainly to be congratulated at the success which he has had in restoring the lawns which occupy several acres and had become badly browned. Because of the infinite possibilities of this estate, its increased development is being watched with keen interest by gardeners and other estate owners; and the fact that its owner is a Chicago resident adds to its interest for western people.

Quite different is the Bayard Thayer place at Lancaster. Possibly this estate would not make so prompt an appeal to the mere amateur, but those who are familiar with trees and shrubs, and especially those of the rarer kinds, find endless delight in wandering over this estate, and of course, all flower lovers, even though they may have no Scot blood, are delighted at the great patches of heather which appear here and there. Perhaps there is no private estate in the country where the heather has apparently

been made to feel so thoroughly at home as here.

Another exceedingly interesting feature of the planting is the hedge of Japanese Yew. Of course, this Yew is rather expensive at the present time, but its value for hedge purpose can hardly be over-estimated. It grows well, and its light, feathery appearance is most charming.

At one end of the sunken garden here, the visitor also finds an almost unrivaled specimen of *Euonymus radicans* and the various varieties. It was the growth of this garden which demonstrated to some of the leading horticultural authorities of New England that the so-called *Euonymus vegetus* is really a form of *Euonymus radicans*, that is, the form which the latter plant takes when it reaches the fruiting age. On a single plant here may be found the typical leaves of *Euonymus radicans*, *Euonymus radicans vegeta*, *Euonymus radicans variegata*, and *Euonymus radicans Carrierei*.

A few weeks ago I made the statement that the herbarium at the New York Botanical Garden was the largest in the country because of the combination of the Garden's Herbarium and the Torrey Herbarium. I find now that there is some question as to whether this is a true statement of fact, if the three herbariums of the Harvard University are considered as one. The Gray Herbarium, the Arnold Arboretum Herbarium, and the Herbarium of Cryptogrammic plants at the Harvard College Museum are all under the general jurisdiction of the Uni-

versity. Together they make a herbarium which is probably unsurpassed by any. The Gray Herbarium at the Harvard Botanical Garden is one of the most famous in the world, and one of the best kept. In fact, under the care of Dr. Robinson, the curator, who has been responsible for the reconstruction of the building which houses the collection, it has become generally recognized as a model. While the herbarium at the Arnold Arboretum is much newer, it undoubtedly is the most complete of any herbarium devoted wholly to woody plants. According to Prof. Sargent, the director, it likewise contains the best collection of conifers to be found in the world. In a comparatively few years it has achieved a wide reputation, and without doubt its value will be enhanced by the material which Mr. E. H. Wilson will send back as a result of his trip to Australia, India and other countries of the southern hemisphere.

THE GROWERS' CONVENTION

W. J. Keimel of Chicago Elected President at Largely Attended Meeting

The Growers' Association was made a permanent fact at a meeting held in Cleveland last week during the S. A. F. convention. This meeting was very largely attended and the whole question was thoroughly threshed out. There was some opposition to the formation of such an organization, but all objections were swept aside when Thomas Roland of Nahant made a rousing speech in favor of going on with the work.

The election of officers resulted as follows: President, W. J. Keimel, Chicago; vice-president, E. Allan Peirce, Waltham, Mass.; secretary, Fred Ammann, Edwardsville, Ill.; treasurer, Wallace R. Pierson, Cromwell, Ct. The constitution and by-laws were accepted, subject to changes to be made by the directors and reported upon at the next meeting of the Carnation Society at Washington.

There is every reason to believe that the new organization will be a great success and do much for the growers of the country.

IBOLIUM PRIVET

It is Proving Popular with Nurserymen and Private Growers Alike

When one considers the extended range over which Ibolium Privet will thrive as compared with California Privet, it is not to be wondered at that a very active interest in it is already asserting itself, and no doubt as soon as sufficient stock for propagating purposes can be disseminated its propagation will be taken up on an immense scale. The practical propagator will be interested to know that Ibolium Privet can be propagated with the same facility that has made the producing of California Privet so easy and inexpensive. It comes with equal freedom from either hard or soft-wood cuttings.

Another important characteristic of Ibolium Privet of value to the nursery-

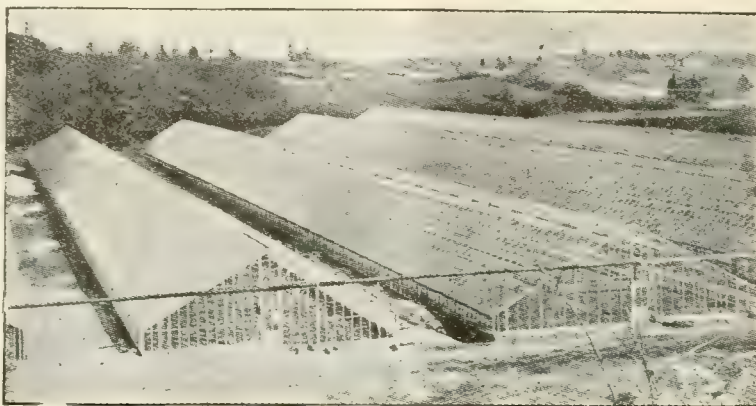


No. 1

man is its can't-be-killed character, standing without seeming complaint all the hardships and exposures the most careless of nurserymen imposed upon nursery stock. There is seemingly no season of the year when it cannot be dug up and transplanted, even during its most active season of growth, in fact, as an all-round plant, it is sure to be the nurseryman's favorite and "best seller."

The experiment stations of the United States and Canada have plants of Ibolium Privet growing in their experiment grounds, and will be able to give information as to its character which will be of great local value. To those who wish to get up a stock right away for propagating purposes, the originators make the statement that

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70	8 in.	.85	8.80	67.10

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No. 2

it is unquestionably hardy wherever Ibolium Privet will thrive.

The accompanying illustrations indicate the lusty character of the plant and its excellent appearance at all times.

No. 1 illustrates a plant photographed as the new growth was just emerging this past spring, and shows how free from winter injury it stood the severe winter of 1919-20, practically every bud including the terminals coming into growth without the slightest injury whatsoever under winter conditions which played havoc with California Privet in this section, in many cases killing it quite to the ground.

A report recently reached us from the Arnold Arboretum stating that Ibolium Privet lived through the past winter without injury. In other words, there is no doubt that this new

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No. 3

hybrid privet is quite as hardy as Iibota, one of its parents, and may prove to be even more so, no test being so far recorded indicating just what degree of temperature will be too severe for it.

Photograph No. 2 shows a three-year-old plant, photographed June 21. This plant was transplanted last year and trimmed within six inches of the ground, the new growth pinched at intervals during the summer to induce bushiness. This spring it was left without pruning until within ten days before photo was taken when a number of the terminal shoots were pinched back. No attempt was made to induce bushiness at the base, its natural habit is strong in this particular, contrasting favorably with



No. 4



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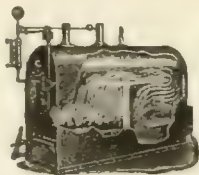
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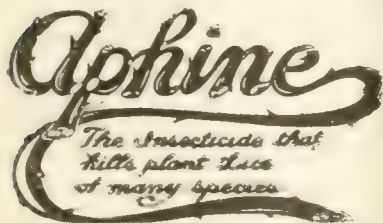
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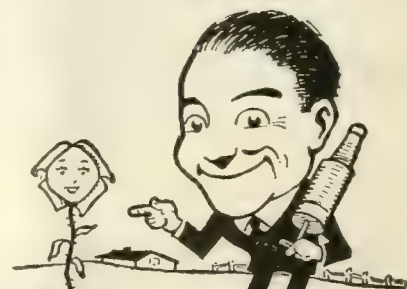
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It is most effective against rose bug; mill bug; white, black, green and rhododendron fly; red spider; thrips; aphids; fruit pests; elm leaf beetle and moths. Very economical, one gallon is mixed with 25 to 40 gallons of water. Full directions on each can. Order direct if your dealer cannot supply.

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Gallon can.....	2.25
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3108

California Privet and is a feature in Ibolium Privet's favor.

Photograph No. 3 shows a typical Ibolium Privet coming two years old, dug from nursery row July 15.

The mature foliage of Ibolium Privet resembles the California Privet to a marked degree, being perhaps in comparison with it a little less glossy and of a somewhat lighter shade of green. Under the pruning knife it quickly conforms to any required shape thickening up rapidly owing to its disposition to throw out lateral growths freely.

Ibolium Privet matures its foliage a little earlier than California Privet, in the late fall, taking on before maturity the richest bronze hues.

Ibolium Privet when left untrimmed develops into a graceful shrub, which flowers so profusely as to give it a place among the best flowering shrubs, see photo No. 4, followed with clusters of fruits which remain on to adorn the plant well into the winter.

ECHOES OF THE CONVENTION

Everybody agreed that at the close of the convention in Cleveland last week that it was the most businesslike gathering of the kind ever held. The members attended the meetings faithfully, paid close attention, and for the most part cut out mere pleasure seeking, although many of them visited the greenhouses around Cleveland through the courtesy of local growers.

The election of Thomas Roland of Nahant as president was received with great enthusiasm. At first Mr. Roland was a little reluctant to take the honor, but could not well withstand the pressure brought to bear upon him. The directors elected were Carl Hagenburger and Thomas Joy.

Perhaps the only disagreeable feature about the convention was the acoustics of the hall. Most of the speakers had great difficulty in making their voices heard. Major P. F. O'Keefe of Boston was an exception, in fact, Mr. O'Keefe may be put down when he spoke and everybody listened with the closest attention.

BOSTON MEN AT THE CONVENTION

Greater Boston was well represented at the S. A. F. convention in Cleveland last week. Among those present were Thomas Roland, S. J. Goddard, E. Allen Peirce, Geo. Elliott, W. D. Howard and Wife, John O'Brien, Major P. F. O'Keefe, J. J. Slattery of Galvin's, Edward Welch, and Mr. and Mrs. B. Hammond Tracy. Some of the Boston representatives came home as soon as the convention was over, while others lingered along the way. Mr. Elliott took advantage of the opportunity to visit friends in Chicago. Of course, all the Boston people were enthusiastic over the election of Mr. Roland as president.

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Vol. XXXII

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The trade should highly appreciate this making an example of our campaign, this reference to the purpose of our effort to extend the use of flowers. We have "sold" the idea to the nation, and it is up to the trade to see that the idea remains sold. This would appear to be an easy task. All that is wanted is the support of those who have been hesitating to make a subscription until they might see that they could not lose anything. All uncertainty as to the benefit to accrue from the campaign is dispelled. Our main object has been attained. The slogan "Say it with Flowers" has gone home. The Shotwell Floral Co., Fargo, N. D., sent us a letter they recently received from a customer, which reads as follows: "It might be of interest to you to know that through the kind offices of the little motto 'Say it with Flowers,' and, perhaps, who can tell, by virtue of several dozen dark red roses furnished by the Shotwell Floral Co., Miss T—— is now Mrs. Roy B. F—— and we live at ———." No need to publish the names, although the writer of the letter in his happiness probably would not object. Goodness only knows how many others the slogan has helped through its suggestive force.

Its up to the florists to keep the slogan working all the time. If you have not contributed what you think should be your just portion of the expense, why not attend to this important matter at once? Help to keep the idea "sold," it is to your interest to do so.

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CARNATION STEM ROT

From the data and experimental evidence at the Illinois Experiment Station it seems clear that the control of stem rot (*Rhizoctonia Solani*) of carnations lies along the line of careful control of growing conditions of the carnation plant and in the use of a clean soil. The disease is a soil disease. The organism lives in the soil, under ordinary conditions, as a saprophyte, but under more favorable conditions attacking the carnation plant and causing its destruction. The conditions influencing its spread and development are high soil temperature and soil moisture.

Soil Disinfectants of Little Value

The results of these experiments indicate that the usual soil disinfectants, such as sulphuric acid, lime, Bordeaux, copper sulphate and formalin, applied to the soil have but little effect on the fungus and that they are consequently of little value as a means of controlling the disease. No chemical solution was found which, when applied to the soil in quantities not harmful to the plant, eradicated the fungus. The fungus is very resistant in soil to weak solutions of acids and alkalies. It is also resistant to low temperatures and drying. Evidence is presented that it lives in soils for years, resisting all the rigorous conditions of a cold winter and a hot summer.

Steam Sterilization Effective

In order completely to eradicate the fungus from the soil, steam sterilization alone seems to be effective. Dry steam forced through the soil at forty pounds pressure for one hour will destroy the fungus. There is no indication that such sterilization of soil is accompanied by evil effects on the growth or the production of carnation plants. Sterilized soil grows equally good carnation plants as unsterilized soil. However, aside from the labor and expense involved in sterilization, unless the plants brought in from the field are free from the disease organism the disease may again be introduced into the soil of the benches. There is, of course, but little assurance that the fungus is not present in the field. In order to prevent the introduction of the disease from the field into the benches, only healthy and uninjured plants should

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be used. Every plant should be carefully examined at the crown for evidences of the disease and any plant showing symptoms should be discarded.

Temperature and Moisture

The first month the plant is in the bench is the most critical point in the life of the plant, especially if the transplanting is done early. The temperature of the greenhouse is high at this time, and still more important, owing to the large amount and the frequent use of water concomitant with transplanting, the humidity of both soil and air is high. Experiments have shown that high temperature and high water content of soil, especially when existing simultaneously, offer a most favorable environment to the fungus. High temperatures in the cutting bench and in the carnation house give *Rhizoctonia* a two-fold advantage; they lower the vitality of the cuttings and plants and give the fungus optimum conditions under which to develop. In other words, when normal temperature for the best development of the plant is furnished, no stem rot occurs; while if high temperatures are maintained, the vitality of the plant is lowered, thus making it more susceptible to stem rot. At the same time, high temperatures favor the growth of the fungus, increasing its virulence. A

careful watch, therefore, of the growing conditions of the plants is necessary at this time. The temperature should be kept as low as possible and no more water applied to the soil than is absolutely necessary for a healthy growth of the plant.

These statements apply also to the growing of seedlings and cuttings. Steam sterilization of soil and sand is recommended whenever it is possible. The cutting bench offers a most favorable environment for the growth of the fungus if it is present in the sand. A relatively high temperature and high percentage of moisture of the sand, as well as the high humidity of the air resulting from artificial shading, are characteristic of the cutting bench. Under such conditions it is extremely difficult to control damping-off if it is present in the sand. It is therefore recommended that the sand be sterilized with steam and careful attention given later to the moisture and temperature conditions. A relatively high temperature of soil together with a high percentage of moisture is conducive to infection. It is important, therefore, that the temperature be kept as low as possible for a good healthy growth of the carnation plant. This temperature, since it is lower than that of the optimum temperature of the fungus, will prove an important factor in the control of infection.

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THE FLORISTS' AND GARDENERS' FIELD DAY

Although the attendance was not as large as it ought to have been, those members of the Gardeners' and Florists' Club, of Boston, who attended the field day at North Abington, last Saturday, were well repaid for the effort which they made to be present. Conveyances met those who came by train to North Abington, although many members drove over the road from Boston. Mr. D. D. Wyman, of the Bay State Nursery Co., was on hand to act as host for his company, while Mr. W. G. Wyman, of Littlefield & Wyman Co., represented that concern.

After inspecting the well arranged nurseries of the former company the machines toured the grounds, viewing the evergreens, of which there is a remarkable collection, comprising all of the stock commonly handled by nurserymen, including a fine planting of box. The stock was in remarkably fine condition, and those present expressed their surprise of the fact that the fields were so green, considering the difficulties in getting labor which prevail now. A considerable number of men are employed all the year round in these nurseries, but the number is greatly augmented in the fall when digging begins. This work will be started now in a few weeks.

From the evergreen nurseries the machines traveled to Littlefield & Wyman's greenhouses, a short distance away. The principal house is 318 feet long by 24 feet 8 inches wide, and is filled entirely with carnations. Most of the standard varieties are grown, but in addition there is a good stock of Eastern Morn, a remarkably good pink, of which this company has all the stock. Mr. Wyman called the attention of the visitors to one long bench where a very marked difference in the

character of the soil was to be distinguished at a certain point. At one side the carnations were much farther advanced and more thrifty looking than at the other. Mr. Wyman then said that an experiment had been tried, with quite surprising results. In one case the manure had been mixed with the soil in the spring. It was in the half of the bench where this soil had been used where the plants were least thrifty. On the other half the soil and manure had been mixed just before the benches were filled, and the condition of the plants seems to give evidence that this was by all means the most desirable method.

The next place visited was the herbaceous grounds of the Bay State Nursery Co., on the road to Rockland. A large area was found given over to perennials, and there was an especially fine block of Mallows and Phlox.

The trip was then resumed over a fine road into a section of Rockland with which most of the visitors were not familiar. In fact, few of them realized that the Bay State Nurseries had another branch in this part of the town. Here two farms had been purchased and partly planted. Conspicuous among the stock seen here were the rhododendrons which were in the best of condition. Although little propagation of rhododendrons has been done, Mr. Wyman hopes to take up this work if the right location can be obtained.

A road which runs through this nursery penetrates a dense forest and at a most romantic spot in the midst of the woods, with a running brook at one side and wild flowers blooming all around, a table had been loaded with sandwiches and soft drinks. The refreshments had been provided to show the hospitality of the Bay State Nurseries and Littlefield & Wyman, and

were in great abundance. After the inner man had been satisfied, a little speech making was indulged in, President Barsch, of the club, Secretary Craig, Mr. F. G. Palmer, and Gustav Thommen being among those who spoke. All of the speakers praised the condition of the nurseries and expressed their appreciation of the hospitality of the owners. President Barsch also gave a little account of his recent trip to Canada during which he attended a meeting of the Canadian Association of Florists. Mr. Wyman made a grateful response and discussed at some length the hardships of the various embargoes now in force which are especially inimicable to the best interests of New England. He said he thought it would be only fair if some sort of reciprocal action might be taken against states which profit because of the bars which have been raised against New England stock.

The trip was then resumed, and led to the nurseries of Littlefield & Wyman Co., where some very excellent shrubs and trees were inspected. Although this concern has not been in business long it has made rapid progress in developing both its trade and its equipment. This was the last stop.

The Bay State Nurseries have nearly 300 acres under cultivation, making one of the largest establishments of the kind in New England. It has filled many very large orders, and now has one such order under way. It calls for several car loads of shrubbery to be sent to the Walter Reed Hospital, at Washington, where the government plans to make very extensive and elaborate plantings.

A new store has been opened in East St. Louis, by Haun & Weiss. Mr. Haun was formerly connected with Grimm & Gorly.

HORTICULTURE

Vol. XXXII

SEPTEMBER 4, 1920

No. 10

THE TALK OF THE TRADE

We have hardly finished with carnation blooms when the first lots of under glass flowers show up on the market. One doesn't have to look very far or for very long to decide what varieties are good for early cutting. As usual, Matchless heads the list in white, and Morning Glow comes right along on an equal basis. It has good color, wonderful fragrance, and the keeping qualities run ahead of most varieties at this season. There will be a lot of Morning Glow on the market this winter, but I am inclined to think that flowers of this variety will be taken up nicely and that there will be no surplus.

It is too early to say anything about any of the other newer varieties, but so far as the plants go at this time, I have been very favorably impressed with the condition of Ruth Baur. During the spring and very early summer, there was some complaint about the stock not being in good condition, but from what I can see now this variety seems to have constitution strong enough to give it a good come-back, and I have had the pleasure of seeing several lots lately in very good condition. I certainly hope that Ruth Baur will give all that has been promised, and I can't help thinking that I have faith in this variety

From all directions I hear good reports about field-grown hydrangeas. There is a fine lot of stock in the field ranging from small plants up to as large as any grower will want to handle. The stock, generally speaking, is in excellent condition, and no grower in need of pot plants for retail trade can afford to do without a good, liberal proportion of hydrangeas, particularly the French sorts. Any who haven't all that they need will do well to buy in at this time, as good stock is available and at reasonable prices.

Marguerites as flowering plants are very satisfactory. It is an easy crop to handle, is not so slow growing that it cannot be handled at a profit even at moderate prices. I am of the opinion, however, that the best of the whole lot is the old-fashioned single white called Paris Daisy. It throws an abundance of blooms, is very easy to

grow, and in every way I think is the most satisfactory. Of course, the yellow is also a good sort, but not so easy to handle. At the same time it is well worth the extra trouble needed to finish it properly.

Since the Federal embargo has been in effect, there has been a decided shortage of field-grown roses in ramblers and baby ramblers, but sufficient time has already elapsed for a number of up-to-date growers to get nice stocks started for their own use

and I can't see why every grower who has a piece of land available doesn't grow his own ramblers. It can easily be done and three years will give fine forcing stock. Two year old baby ramblers will give good results, but three year plants are better. Such varieties as Baby Rambler, Orleans, Erna Teschendorff and Jessie are among the best, and of course, in the large ramblers there is none any better than Tausendschoen, although Dorothy Perkins and Crimson Rambler are also very satisfactory varieties.

While speaking of pot plants for win-



Snow King, a Very White Gladiolus

ter use, why don't more florists handle *Coleus Brilliancy* and *Salvador*? A single stemmed plant in a four to five-inch pot of either of those varieties is mighty attractive, and branched plants also make good specimens. They are not expensive, and of course, outside of a little trouble from mealy bug are about as easy to handle in the green-houses and about as satisfactory after the customer gets them in the dwelling houses as any plant that is offered.

I doubt if Pres. Thomas Roland felt very much flattered when he saw the picture of himself published in the Chicago trade papers. Certainly nobody will recognize him from these cuts, which must have been made long ago. Pres. Roland is too good looking a man to have himself misrepresented to the trade in this way. That is not saying that the pictures used do not show a good looking man. They were all right for the time they were taken, but if anything Mr. Roland, like good wine, has improved with age. The use of old cuts, by the way, showed how much of a dark horse Mr. Roland was. Of course if his election had been anticipated in Chicago, new pictures would have been secured. However, the Chicago members of the association are thoroughly well pleased with the choice of Mr. Roland, and will support him to the limit.

REGISTRATION OF ROSES

The following roses have been approved by the registration committee of the American Rose Society, and unless objections are received within three weeks of this publication the registration will become permanent:

Name—Red Columbia.

Class—Hybrid Tea.

Parentage—Sport of Columbia.

Description—The general habit of the plant, character of the foliage, and freedom of growth and hardiness is the same as Columbia. The flower is a long-pointed bud of good texture, and of a brilliant scarlet color which is similar to Hoosier Beauty. The petalage, however, is not as full as Columbia. Freedom of bloom and lasting qualities all that can be desired.

Offered for registration by the Joe. H. Hill Company.

Name—Betty Alden.

Class—Polyantha.

Parentage—Tausendschon × Dwarf Polyantha.

Description—Vigorous growth with glossy, dark green foliage; medium in size; very vigorous and hardy bud; flowers single, in clusters; color, apple-blossom pink changing to pure white.

Offered for registration by R. & J. Farquhar.

Name—Beacon Belle.

Class—Polyantha.

Parentage—Tausendschon × Dwarf Polyantha.

Description—Habit of plant, character of foliage, freedom of growth and hardiness similar to Betty Alden. Flowers in clusters, very double and many petaled and close; flesh color becoming pure white when in full bloom; fragrance slight.

Offered for registration by R. & J. Farquhar.

Name—Boston Beauty.

Class—Polyantha.

Parentage—Tausendschon × Dwarf Polyantha.

Description—Habit of plant, vigorous with leathery dark green foliage; hardy in growth; flowers in clusters full and double. It is clear pink in color with strong fragrance.

Offered for registration by R. & J. Farquhar.

(Signed) E. A. WHITE, Secy.

MISS MAEDER PROSPERING

Miss Ruth Maeder's flower shop at 706 North Third street is to be enlarged and beautified within the next couple of weeks, she has announced. A couple months ago Miss Maeder took over the entire first floor of the Montgomery building, which she occupies and provided a store room, work and storage rooms.

The growth of the flower business has made it necessary to enlarge the store. During the last couple weeks Miss Maeder said there has been an exceptionally heavy demand for flowers.—Harrisburg, Pa. Patriot.

THE BULB OUTLOOK

Some Differences of Opinion, but Certain Kinds Are Known to Be Short

According to Bernard Rynveld of F. Rynveld & Son of New York, as quoted in the seed world, the bulb crop in Holland is not as good as last year's, and yet is fair and ought to provide plenty to go around. The demand from Scandinavia has fallen off, which development would normally send more bulbs in this direction. However, the demand from England gives promise of being heavier than usual, which may use up any anticipated surplus. The bulk of the English orders will probably be placed during August enabling a clearer view of the situation to be obtained by September.

French bulbs are decidedly scarce,

New Violet "Duchess"

This is a great improvement on Princess of Wales—Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

It will pay you to go in for DUCHESS. And DO IT NOW—before this fine lot is all grabbed up. We offer Large field grown clumps of DUCHESS, and the other two as follows:

	100	1000
DUCHESS	\$15.00	\$120.00
LADY CAMPBELL	12.00	100.00
PRINCESS OF WALES..	10.00	95.00
MARIE LOUISE	10.00	95.00

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	100 Seeds	1000 Seeds
Bright Red	\$2.00	\$17.50
Dark Blood Red.....	2.00	17.50
Glory of Wandbek, Salmon red	2.00	17.50
Perle of Zelliendorf, Salmon pink	2.00	17.50
Pure White	2.00	17.50
Rose of Marienthal, bright pink	2.00	17.50
White with Carmine Eye.....	2.00	17.50
Mixed Colors	1.50	12.50

MICHELL'S LARGE FLOWERING

	100 Seeds	1000 Seeds
Duke of Connaught, crimson	\$1.50	\$12.50
Excelsior, white with red base	1.50	12.50
Grandiflora Alba, white.....	1.50	12.50
Princess of Wales, pink.....	1.50	12.50
Salmon Queen, salmon pink	1.50	12.50
St. George, delicate salmon	1.50	12.50
Mixed, all colors.....	1.25	10.00

Pansy Seed

Michell's Giant Exhibition Mixed

A giant strain which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c.; tr. pkt., 50c.; ¼ oz., \$1.25; \$2.00 per ¼ oz.; per oz., \$7.00.

Giant Trimardeau Mixed, large flowering, choice colors. Tr. pkt., 30c.; \$3.00 per oz.

Also Giant Prize and Regular Strains Pansies, Daisy, Myosotis, Cineraria, Primula, Winter Flowering Spencer Sweet Peas, and all other Seasonable Seeds, Bulbs and Supplies.

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especially Soliel D'Or narcissi, and candidum lilies. Even of paper-whites, says, Mr. Rynveld, the supply is such that there will probably be fewer on hand than was anticipated. This condition in France appears also to be true, in part, to labor troubles, and partly to the fact that increasing

numbers of growers are electing to leave their bulbs in the ground and sell the flowers during December and January. Ordinarily this might not pay, but with the price of blooms where it has been for the past season or so, it has been a decidedly attractive proposition.

All in all, the bulb situation appears, to Mr. Rynveld, to be brighter than it has been; the fact that Holland prices show a downward tendency, he says, does not indicate that previous prices have been exorbitant, but simply that a slightly larger supply and lessened yield are getting in their work. The attitude of the associated growers, or rather exporters of that country is not one of desire to make excessive or wartime profits, but simply to get enough to make the growing of bulbs a moderately profitable venture for those who are carrying it on.

Mr. Scheepers' Opinion.

Nevertheless, the retail trade has yet to feel really satisfied with the bulb situation. According to John Scheepers of 520 Fifth avenue, of Soliel D'Or there is only about eight per cent of a normal supply in sight. Formosum lilies will be late and probably will not arrive until the end of October because the Japanese dealers are while buyers refuse to pay their prices. At this end the steamship companies are acting in a discouragingly independent manner as to the delivery of bulb shipments to consignees, until the loss of several cases out of a shipment and no end of confusion in locating them are common occurrences. "Never," says Mr. Scheepers, "have I seen such a situation as regards the transportation of bulb stocks."

Of domestic sorts, he reports a big shortage of Freesias in all sizes above five-eighths of an inch. Personally he favors moderate sized, solid, well ripened bulbs—say about three-quarters of an inch in diameter. But there is a very live demand on the part of amateurs and some professionals, for big ones and the shortage of these is bound to cause a howl.

Mr. Scheepers is of the opinion that although the general discussion of the Holland bulb situation may have done considerable good, still there is a chance that the independent growers and shippers may undo it if they attempt to revive the old time auction sales which are usually thought of in connection with the stock untrue to name, of questionable quality, etc. However, the statements of Mr. Rynveld have a bearing here. Provided the expected large demand from England materializes, there will be so small a surplus of bulbs on hand that there may not be enough to justify auctions here or anywhere else.

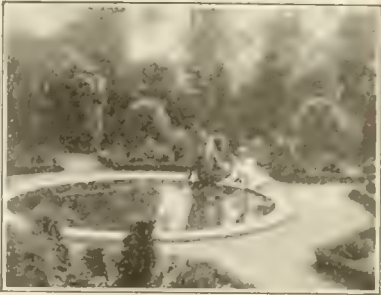
Of course there are in the nature of a last resort and it is not probable that any grower or exporter would make use of that method of clearing up his stocks if he could see any other way out.

Owing to the absence from New York of many enthusiastic and important horticultural patrons during the summer, comparatively little has been done of late regarding the Horticultural Hall project, says Chairman Scheepers. However, the plan is still very much alive and alternative projects are being put in shape so that with the beginning of another season definite steps will be taken without delay.

GROWS BULBS IN WASHINGTON

Bellingham, Wash.—The citizens of this town and district have started a movement to become competitors of the tulip bulb growers of Holland.

The federal government's only tulip, narcissus and hyacinth bulb experimental farm is located here. Not until this year has there been a concerted endeavor to start and commercialize a great bulb-growing industry, not only in Bellingham's territory at the north end of Puget Sound, but in considerable of the Puget Sound country. This year the bulb experimental farm will dig up 1,000,000 bulbs, it has just been stated by those in charge.



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5000 Columbia, 2½ in. own root, per 1000.....	150.00
1000 American Beauty, 4 in. own root, per 1000.....	200.00
1100 Hoosier Beauty, 3 in., per 100.....	15.00
300 Maryland, 3 in., per 100.....	15.00

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HORTICULTURE

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The situation is still confused as regards the bulb outlook. Some importers contend that the prospects are brighter for a good supply at a reasonable price; others insist that they fail to see such favorable tendencies. Certainly there is bound to be a scarcity of French bulbs of several kinds. Whether this will apply to Paper-whites or not remains as yet to be seen. There also seems to be a shortage of Freesias, especially the larger sizes. One unpleasant feature of the situation is the attitude of the transportation companies, especially the steamship companies, which as Mr. John Scheepers, of New York, has pointed out seem to have little consideration for bulbs, with the results that losses are numerous and hard to trace.

Although the meeting of the Florists' Telegraph Delivery Association held in Cleveland was an informal affair, much was brought out to show that the organization was doing an active work, and that much may be expected at the annual meeting, which will be held at Indianapolis in October. The Association has had a somewhat peculiar situation to handle in the Canadian Exchange matter, and has done everything that could be done to smooth out the difficulties which confront the florist on both sides of the line.

Secretary Pochelon felt moved to issue a warning against any extension of the 20 per cent discount established by the F. T. D. He pointed out several instances where florists have taken off much more, and it seems that they are amenable to discipline from the F. T. D. Mr. Pochelon even intimated that such a thing as a law suit might be possible.

We are not just sure how the members felt about the new publication, the F. T. D. News, copies of which were distributed, but in any event it probably will be some time before the exact position of the new paper is established.

It was to be expected that there would be some differences of opinion in regard to the formation of a National Growers' Association. It is quite natural, too, that some of this opposition should come from the older members of

the S. A. F. who have given years of active effort to the building up of this society, and who feel that the multiplication of other organizations tends to weaken the parent society, or at least to divide the allegiance and activities of its members. Under certain circumstances this might be true, and no doubt there are those who still feel that it is true as regards the National Flower Growers' Association. On the whole, though, the consensus of opinion seems to be that the new organization has a genuine reason for existence, and that the proof of this fact will be evident a few years. Certainly many of the leading growers of the country feel very certain that they can bring about better business conditions by a closer co-operation.

While the S. A. F. is open to many activities, still it covers a very wide field, and many of the growers felt they could not get the leverage which they desired through its medium alone. Of course the Growers' Association is to be in no sense a rival to the parent organization, but will supplement its work, and work to its advantage rather than otherwise. Mr. Ammann, the secretary, is an exceedingly active, energetic man, a man of broad ideas and pronounced foresight, a forceful and eloquent speaker, and possessed of that magnetism which goes far towards making a successful executive.

We feel that a very wise choice was made in the selection of W. J. Keimel for president. Few men have had wider experience in the trade, or understand the growers' situation better. Mr. E. Allen Peirce has been active among the growers of New England in the formation of the new society, and New England growers seem to have taken a prominent part in all the proceedings at Cleveland. For that reason the choice of another New England man as treasurer, Mr. Wallace R. Pierson, was well merited. Mr. Pierson is so well known throughout the trade that his name will go far towards creating confidence among prospective members.

Much is expected from the Growers' Association, and we believe that much will be accomplished by it. When the next regular meeting is held in January in connection with the annual meeting of the National Carnation Society at Washington, the work of the new organization should be so well under way that a good report of its activities can be made.

It is to be hoped that the owners of private greenhouses will show a disposition to keep them open, and, in fact, to enlarge their activities the coming winter, now that the prospect is good for coal enough to go around. Of course the price is high, and a greenhouse is a luxury, but most men who make money freely spend a large part of it for luxuries, and it is difficult to find anything which will give a greater return for the money invested than a greenhouse properly stocked and carefully cared for. The labor problem is easing up, too, and it should not prove very difficult to get reasonably competent greenhouse help this winter, especially in places which are not too remote from the cities. It's a pity, though, so many of the well stocked greenhouses of the country have been allowed to run down. This sort of thing is detrimental to horticultural interests all along the line, and the result has been reflected in some of the shows. Everybody will see a greatly increased tendency towards the enlargement of greenhouse establishments, the making of better gardens, and the creation of worthwhile landscape effects; and certainly no little credit should be given to men, like Mr. Albert C. Burrage, who has consistently and continuously exhibited his orchids at Horticultural Hall throughout the winter and summer. It is due to him in large measure that the Boston shows this season have been so noteworthy as to attract attention all over the country.

THE LANCASTER COUNTY FLORISTS' ASSOCIATION

The 97th regular meeting of this association was held at the home of Mr. Elmer Weaver, Thursday, August 26. "Get that 97th a centenary meeting will soon be due."

The first duty of a real florist is to inspect greenhouses if any are within a hundred miles of him and this was followed out by the entire bunch with T. J. Nolan along to tell us about the good and bad points of construction, but when it came to Chas. M. Weaver's acres of gladioli he wanted to know if they were pineapples.

At Chas. M. Weaver's the usual fine lot of sweet peas are being housed from paper pots; these and pompons will be a feature in the Philadelphia and Pittsburgh markets within the next few months. He has his winter's supply of coal on hand and has no worry on earth excepting the digging of his immense tracts of gladioli bulbs.

At Elmer's the carnation continues to occupy considerable space, one big house to sweet peas well under way, one real rose house filled with Pilgrim roses coming into bloom, over twenty thousand having been cut for August. A big side issue here are the mushroom houses now being filled and spawned and a good sized colony of bees. There are two growing young florists here, Messrs. Paul and Lloyd Weaver who are running mushroom houses of their own and use any space that might be idle in the greenhouses for a few days or months in growing something to add to their bank accounts.

The meeting was held on the porch and after the regular routine of business Mr. Albert M. Herr and Mr. T. J. Nolan reported on the Cleveland Convention. Herr was strong for the new Plant and Cut Flower Growers' Association, but the members want to see something more tangible than the indefinite plans now offered before they will affiliate. It was finally suggested by A. M. Herr that the members attend the meeting of the American Carnation Society in Washington this winter and find out for themselves what has been done and what is under consideration; the majority of those present expect to do this.

Messrs. H. K. Rohrer and Iral Landis reported on their trip to the Gladioli Show in Boston and their side trip to the Gladioli Farm of B. Hammond Tracy where they saw so much new and interesting stock that they considered this alone worth the trip to Boston.

The secretary then reported that he would like the members to individually

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endorse Mr. W. F. Therkildson for Secretary of Agriculture all of our members knowing his worth and his ability to make good in the office. Mr. B. F. Barr who has pretty extensive dealings with Mr. Therkildson heartily seconded the movement.

President W. B. Girvin of Leola invited the next meeting for his place and after thanking Mr. Weaver for his courtesy the meeting adjourned.

A goodly number of ladies were present and enjoyed a social time, along with Mrs. A. M. Herr's report of the meetings and receptions for the ladies in Cleveland.

ALBERT M. HERR

P. S.—Arrangements are being made for a trip to Richard Vincent, Jr. & Sons Co., of White Marsh, Md., to inspect their Dahlias and Cannas and other stock. The trip will be made by machine, and any of the surrounding

A. L. Miller

Christmas and Easter Pot Plants
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Jamaica, N. Y.

florists who would like to join the party can get all information by addressing the Secretary, Albert M. Herr, Lancaster, Pa.

BOSTON.

The Henry Penn Co-operative Association at a recent meeting elected the following officers: President, Fred B. Maxwell; Vice-President, Morris Clancy; Secretary, Miss Susan Dewan; Treasurer, Catherine Lyons. At the next meeting, new by-laws are to be acted upon, and the season's work given a good start. A regular meeting place is to be arranged for and probably a collation will be served at each meeting. This association is made up of the employees of the Henry Penn establishment and has both social and benefit features.



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Flowers Under Glass

Roman Hyacinths are going to be scarce owing to the action of the French Government in prohibiting shipments, but we understand that a considerable number of these hyacinths have been allowed to come across. If you are going to grow them, you should have the flats and pans in shape so that you can care for the bulbs as soon as they arrive. It is very important that they should have proper drainage, but you can get along with any good compost. Have the top of each bulb pushed down level with the soil, and make the soil fairly firm. Then you can water the pots well and place them in a bulb cellar or outside. If the latter practice is followed, have them set level and cover them with four or five inches of soil. You must give water enough so that they will not dry out.

Poinsettia cuttings can be made up to the first week or two in September, but the last plantings are the least desirable. You must use care when the cuttings are put in sand in the matters of shading, watering and spraying. Never let these plants flag, and when they have become well rooted pot them off, using a mixture of fibrous loam, leaf mold and a little sand. Keep them in their little pots where they will be shaded somewhat and spray often. Later when they are well up to the glass, you can give them full sunshine. Shift to three-inch pots when they become pot bound and plunge them in ashes.

Are your geraniums labeled true to name? This is a matter sometimes overlooked, and it is a good plan to go over the plants while they are in bloom and to tag any that have not come true. Unless you are a geranium expert you will not be able to separate the plants after the flowers have gone. You can make good, stocky plants from left-over geraniums by shifting them to five or six-inch pots. Probably they will be just as hardy as field grown stock, and probably less liable to damp off.

Chrysanthemums should be kept growing steadily with plenty of fresh air day and night. They must have water in abundance, too, and it is a good plan to syringe them several times a day, besides wetting down the

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Member Florists' Telegraph Delivery

DENVER, COLORADO

walks. You will need a good insecticide with which to keep the plants clean, and light fumigation every ten days will be a help. You must remember that the black fly will be very persistent from this time on.

If you haven't given your boilers an overhauling, do it now. This is an important matter in a year like this, when coal is scarce and high. You can't expect to have the boilers running a 100 per cent perfect unless they are in first-class shape at the beginning of the season. Among other things you should be careful to look over the smoke pipes and replace any which show signs of weak spots caused by rust. Sometimes it is possible to take the pipes from several boilers, pick out those which are in fair condition, and put them together, buying new pipes for the boiler which is left. In this way you save yourself considerable refitting and patching in future years. Repair the grates if necessary, and see that they are adapted to the fuel which you will have to burn this year. Of course, you will clean out the flues carefully, and if you have steam boilers, you should take out the man holes and get as much dirt off of the flues as is possible. Finally, remove all scales from the inside of the boilers. Sometimes it is allowed to remain on the bottom, but this is a great mistake, as it forms a crust which keeps the water away. This part is exposed to the hottest fire, and will burn and weaken until if high pressure steam has to be carried it may finally blow out. Of course, you will not leave any melted clinkers in the stationary grates. Nothing will choke a fire quicker than having the grates clogged, and the situation is always worse when a poor grade of fuel is burned.

When you fumigate the rose house where cutting is being done, make a point of cutting a little closely the night before. The roses cut the following morning are sure to have some odor of tobacco, but the smoke will not penetrate to the buds left on the plants.

The Wm. Fischer Greenhouses, at Milldale, Conn., have been bought by Fay C. Curtis. Mr. Curtis is a prominent grower of vegetables under glass, but it is understood that he will keep the Fischer plant in flowers.

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George Watson's Corner

"You in your small corner and me
in mine."

All the returned pilgrims to the Cleveland Convention seem to be unanimous that it was one of the finest ever held which is a great compliment to the Cleveland boys. Even their grand old man, Adam Graham, who was supposed to be retired 20 years ago, comes in for a high meed of praise. He looked well, spoke well, and acted like a veteran of 50, instead of the 82 the old lady has tagged on him.

And they actually elected Tom Roland! Well, believe me, there is some common sense still left in the good old S. A. F.! And Adolphe Gude, my gudeness, you couldn't beat that, for vice-president. If yours truly had been there, there would have been some shouting. No "balmy zephyr" as Edward Dooner now terms it. The old sarcasm "Caledonian Cyclone" would have been far more appropriate! And the rest of them are fine too. There's a cheering outlook, and J. Horace McFarland has no kicks coming. The billboards didn't get it all their own way.

Wm. J. Muth, representing the King Construction Co. in this latitude, reports three new operations started on by his concern this week (August 23): One at Chadds Farm, one at Chestnut Hill, and one for Macaw Bros. at Norwood. Mr. Muth lives in West Chester, but still retains offices in the Harrison Building, Philadelphia, where he is a daily visitor.

Bert Schilder is making a good success in his operation of the old Aldrich Pennock place. He is making a specialty this season of carnations, chrysanthemums, callas, longiflorums and bulbous stock of various kinds.

Duncan Macaw of Macaw Bros., Norwood, left on a trip to Ireland on the 24th of August. He was accompanied by his mother. His brother Thompson Macaw will manage the place during his partner's absence.

Aug. Doemling has about finished making repairs on the lightning catastrophe to his greenhouses in Lansdowne, but it has been a tough job for him all summer while the other fellows were having a good vacation. However he sees daylight again and

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GARDEN SEED

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W. E. MARSHALL & CO.
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Horticultural Sundries
166 W. 23rd St., NEW YORK

hopes to get a week or two off in September.

Robert Craig, Jr., is back from the Convention and highly pleased with the enormous business his firm did in Cleveland. He says the attendance was wonderful and everything was carried out to the queen's taste.

George S. Faulkner reports business better than could be expected for midsummer at the Cartledge Flower Store (late Biesler) 1410 Susquehanna avenue. A. B. Cartledge, Jr., is also owner of the Cartledge Flower Store in Wilmington, which he manages personally, and Mr. Faulkner takes charge of the Philadelphia institution.

Mr. Cartledge is a graduate (third generation) from the old firm of Pen-nock Bros.

John Habermehl met with severe injuries in an automobile accident at Atlantic City on August 19. He was taken to the Atlantic City Hospital where it was found necessary to put thirteen stitches for cuts about the head. On the 26th he was reported to be still under the care of a trained nurse in a special suite at the seaside resort, and was doing as well as could be expected.

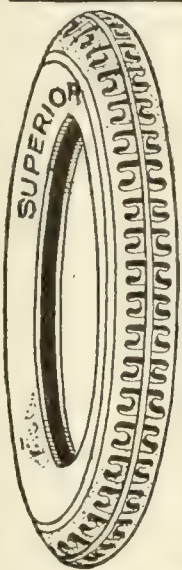
Pilgrim, the newcomer in the rose world, gets a good word from the re-tailers who one and all, are quite frank in their expressions of approval as to its merits. H. H. Battles is especially enthusiastic and declares it is the best rose for harmonious combination on the market. Its lightness of coloring he considers its chief beauty. Where some of the darker roses like Russell make a discord when combined with say delphinium the Pilgrim on the contrary matches perfectly and makes an artist's dream. Coming from the source it does this is praise indeed, and ought to make the rank and file sit up and take notice.

We told the substance of the foregoing paragraph to our distinguished veteran rose grower William Munro. He was very much interested and wished to know why in thunder we hadn't told him all that last February. In which case he would have planted a house of it. The reason for that is simple enough. Mr. Battles only told us the last week in August so how could we quote him seven months ahead of his remarks. But Mr. Munro has a fine house of another one of the good new ones (the Dunlop) and he is very much pleased with it so far. It is making splendid growth.

Some two years ago we quoted Mr. Munro on the Hadley as being the great rose and the one that would hold its own with them all—through thick and thin—for those who knew how to grow it. He is still as firm in his belief on this point as ever, and has a large area of his extensive establishment planted with it. The plants look fine and run from young stock to one year, two and three year—several houses being devoted to the latter.

Some grave and important legal questions are brewing. The law is the law. When we get behind all our little laws, Blackstone looms! And all the little lawyers of the present day,

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32x3 1/2 ss only	7.50	2.20	35x4 1/2	11.00	2.90
31x4	8.50	2.40	36x4 1/2	11.50	3.00
32x4	8.75	2.45	35x5	12.25	3.20
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sit down instantly, when that oracle of a thousand years begins to talk to them. So when the Bill Board men of the S. A. F. start in to loot the reserve fund of that grand old society without warrant they run up against Blackstone and the fundamental laws of the universe from time immemorial. Of course Blackstone covers only what is right. When it comes to burglars that's different.

HOW THE FLOWERS LOVE THE SUNSHINE

All the way along the turnpike to Cape May there seems to be, just now, an old-fashioned flower festival. There's old Grandmother Hollyhock, that your mother loved and talked about so much, and nearby is Grandfather Sunflower, tall and dignified, as if on guard. Gladiolas, phlox, marigolds, bachelor buttons, zinnias, larkspur, coxcomb, heliotrope, fox glove, four-o'clocks and Rose of Sharon are abundantly spread before you to remind you of your old country home.

Take a day off and go back to the happy days when you and mother made garden together

It might be the best way to get a new action started in your life.

Be at home when you like in this hospitable mansion of merchandise, where everybody feels at home.

(Signed) JOHN WANAMAKER.

Aug. 18, 1920.

The nurserymen, seedsmen and florists take their hats off to "America's greatest merchant." The above from one of his recent ads. is one of the many reasons that have endeared him to the horticultural world as well as

people in general. It is a very human touch, and makes everybody love the man as well as his business. Henry Penn and the other publicity men owe him a hearty vote of thanks.

The market shows a better tone this week and flowers have moved off nicely and in marked contrast with early August. Asters are very fine and can be had in all sizes and colors and in ample quantity. The supply of gladioli has dropped down to reasonable proportions and the glut seems to be about over. In roses the good ones sell well but the demand is rather slow on the short stemmed stock. American Beauty made its appearance again this week after an absence of about two months. Two of the new ones, Pilgrim and Dunlop, are also in evidence and are quickly picked up every morning by the wideawake buyers.

Frank B. Michell has been appointed manager of the Michell nurseries at Andalusia, vice Harry A. Bunyard resigned. Mr. Michell is a son of Fred Michell and a nephew of the president of the company. He has had a thorough training from the ground up (both inside and outside) in greenhouse and hardy plant growing for the past six or seven years and in his new responsibilities he promises well, and we extend our best wishes and wish him the biggest kind of success.

Let us quote you special prices on choice quality DAGGERS and FANCY FERNS during September.

HAMILTON BROTHERS

Millington -- -- Mass.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

Secretary Rich, of the Massachusetts Horticultural Society, has some good ideas about increasing the value of the flower shows, and incidentally of the societies conducting them. Mr. Rich, in conversation, just after the gladiolus exhibit, said that he believed it would be a splendid idea to have a lecture or talk by some competent man at all shows of that kind. It could be given on one or both afternoons, in one of the halls, and should cover the details of growing, cutting and exhibiting the flowers, as well as taking up different improved varieties. No doubt a great many questions would be asked, too, especially by enthusiastic amateurs.

I think that this would be a strong feature of these shows, and would help to increase the attendance. Probably such talks would be received with greater interest at that time than in the winter, although I should be very

loath to see the series of winter lectures given up.

Another plan which might be carried out to advantage, it seems to me, would be to have a docent at the different shows. Of course, it would be difficult to find a man familiar with the whole range of varieties, but with a little previous coaching, an expert should be able to lead parties about the hall and tell them all they desire to know about the various flower shows.

The Journal of the International Garden Club, dated December, has a remarkably complete, valuable and interesting article on Pacific Coast lilies and their culture, written by that well known grower, Carl Purdy. There are a number of excellent illustrations, including a fine picture of *Lilium Parvum* in color. An article of this

scholarly nature, showing an extremely intimate knowledge of the subject discussed, adds much to the value of any magazine. It is far and away the most important article in this number of the Journal, although Henry Nehrling's description of "My Garden in Florida" makes excellent reading, and seems to be full of information.

Much attention has been attracted this year to the magnificent place of Dr. and Mrs. Homer Gage, called Irlstrophe, at Shrewsbury, Mass. Allen J. Jenkins, in charge, has won a remarkably large number of prizes at the shows this season. He was especially successful at the sweet pea exhibit, when he took 26 prizes, including the Hutchins memorial cup provided by the National Sweet Pea Association in memory of Rev. W. J. Hutchins, who did much towards the development of the sweet pea. It was Mr. Hutchins who wrote the much quoted tribute to the sweet pea:

"The sweet pea has a keel that is meant to seek all shores; it has wings that were meant to fly across all con-



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tinents; it has a standard which is friendly to all nations; and it has a fragrance like the universal gospel; yea, a sweet prophecy of welcome everywhere that has been abundantly fulfilled."

Mr. Jenkins also won for Iristhrope a special gold medal given by Jas. Vick & Sons, seedsmen of Rochester, N. Y., for the most meritorious exhibit. The founder of this firm, James Vick, was the first to introduce the sweet pea into America and his son in presenting the medal stated that at that time his father could not sell seed and in order to introduce it gave a free package of the seed with orders with cultural directions for growing the new flower. A bronze medal was also awarded to Iristhrope for an exhibit of a novelty the "Doris," a cerise flower, that bears the name of Mr. Jenkin's five-year-old daughter.

Considering the reputation acquired in such a manner, it is not strange that Iristhrope is being visited by many of the leading horticulturists of the country.

Mr. G. F. Stewart, superintendent of the Lyman estate in Waltham, Mass., always has something of special interest to exhibit at the shows in Horticultural Hall. At the Gladiolus Show he had a remarkably handsome specimen of *Depladema Splendens Profusa*. It was a tall plant, covered with blooms, and was greatly admired by all who saw it. In connection with it was shown a seedling plant much smaller and yet blooming well. This seedling has been named by Mr. Stewart, "Ella

Sewall Lyman." It is to be wished that more of the gardeners on private estates around Boston would bring out their treasures for the enjoyment of the public at the different shows, even though no class may be provided for them.

Herman Bartsch, president of the Gardeners' and Florists' club of Boston, made a little change from his usual routine and attended the convention at Hamilton this season instead of going to Cleveland. He reports a very enjoyable stay and while away visited a number of growers. He said that the Canadian greenhouses were looking none too good, showing that the labor problem was being felt there as well as this side of the line. He speaks of the difficulties arising from the sharp differences in exchange, a condition which is leading some Hollanders to remit through New York and get an extra profit. Mr. Bartsch said that at one of the meetings a very interesting talk was made by Mr. Koster, for whom the Koster Blue Spruce was named. Mr. Koster said that the Federal Horticultural Board's rulings had ruined a number of growers in Holland, and that thousands of plants barred out from the United States had been thrown on the rubbish heap. A visit to the rose growers, Alfred & Son, at Hamilton, was quite interesting. He said that these growers had extensive houses and were doing a good business.

As everybody familiar with the W. W. Edgar Company knows that Mr.

Bartsch is an authority on cyclamen, and an enthusiast where these plants are concerned, it will be realized that he had special interest in the visit to the greenhouses of Wm. C. Hall at Montreal, where remarkably good cyclamen are grown. Mr. Bartsch said that Mr. Hall had some of the finest plants that he had seen and he grew them largely in frames outside.

Karl Foerster in his new book on Modern Hardy Herbaceous Flowering Plants (published in German) classes the peach-leaved campanulas among the "floral nobility" of the garden, in rank close to *Lilium candidum*. *Campanula persicifolia* and its various improved forms have been introduced to American gardeners and landscape architects and offered on the lists of leading firms for a score of years, but whether there has ever been any concerted or even one notable effort made to bring out and use this most beautiful type of bellflowers to its full effect may be still doubted. Some years ago the members of the German Society of Garden Artists and Landscape Architects went on a tour of inspection of parks and gardens in Great Britain. Their report was full of interesting criticism, but all appeared most favorably impressed by the skillful and artistic work in English gardens and I noticed special stress was laid on the beautiful displays of peach-leaved campanulas they had seen. What has the best type of American gardens of the present day to show of such displays? I am afraid very little indeed. Beds or good-sized plantations of *Campanula persicifolia* at flowering time offer such magnificent subjects for the camera that reproductions of photos would have appeared as star illustrations in every volume of our horticultural periodicals by the dozen.

Galgay, the florist, of Cambridge, Mass., is enlarging his store, and greatly improving its appearance. Although in business only a short time he has become well acquainted.

Frank Windler, of the Windler Wholesale Floral Co., St. Louis, was recently married to Miss Frances Kelletta.

SEPTEMBER

There is a sparkle in the air today, the leaves glisten in the sunshine, the grass is radiant and the fields are full of goldenrod and yellow tansy. The sumachs have lighted their red torches. Queen Anne is dropping her laces and building nests. The dreamy charm of listless August is passing into the vigor of the autumn. We must bestir ourselves and prepare for the gathering of our harvests, the red apples and purple grapes. The summer flowers are passing, but the charm of the Michaelmas daisy is by our roadsides. Even the clouds seem to be getting busy for they are no longer forming great dreamy pictures in the skies. In the West there is a golden haze. Did George Fuller paint all his pictures in the witchery of September? We do not know, but as we take our Westward way and see the trucks hauling the harvests home, we think the old order changeth, but the elixir of the autumn is the same as in the old days when Emerson wrote.—
"One harvest from thy field
Homeward brought the over strong

A second crop thine acres yield
Which I gather in a song."

M. R. CASE.

Hillcrest Gardens, Weston,
September 1, 1920.

THE JAPANESE BEETLE

The daily papers have given considerable publicity to the green Japanese beetle (*Popillia japonica*) now occupying a territory of about 15,000 acres in Burlington and Camden counties in New Jersey not far from Philadelphia. It has also been found around Torresdale, Pa., just across the river.

This insect was imported from Japan, probably upon nursery stock. It was first noticed in 1916 by inspectors of the New Jersey State Department of Agriculture. In Japan the beetle is not considered a serious pest, but in this country without its native parasites (as is the case with all imported pests) conditions are favorable for its development and spread.

The adult beetle does the destructive work feeding upon weeds, truck crops, especially corn; as well as orchard, and shade trees. They work in

the day time, instead of at night as is the case with a similar species, the common May beetle. The leaves are skeletonized causing them to turn brown and eventually fall. Most of the beetles are in flight during July and August.

The Japanese beetle is a little larger than the potato beetle and more elongate. The head and thorax are shining bronze green and the elytra or wing covers are brownish, tinged with green at the edges. On the sides are conspicuous white spots which are characteristic of this species and distinguish it from other beetles of this size.

The eggs are laid in the soil during the summer. The grubs when full grown are nearly one inch in length and white with a tan colored head. They resemble the common white grub. It has been found, however, that they do no appreciative harm to growing plants since they prefer decomposing vegetable matter to living roots. The grubs mature the following spring, there being but one brood a year.

Control. At present efforts are being made to prevent the spread of the



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Reel of 500 ft., 21 c.

2 Reels, 1000 ft., 20 c.

3/4-inch, 10 c.

Reels, 500 ft., 18 c.

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pest, to find practical artificial control measures, and to introduce parasites from Japan. Some of the difficulties are: it is a strong flier, it feeds on a large number of host plants, it is difficult to poison, it is repelled by most arsenicals, and it spends about five-sixths of its life underground where it is difficult to locate and hard to reach with insecticides. Some of the controls already tried are spraying with arsenate of lead, and with lime-sulphur; dusting with powdered lime-sulphur or arsenate of lead and lime; cleaning up roadsides and using salt and fire to keep down vegetation; soil insecticides, such as sodium cyanide in solution; clean cultivation, hand picking and a strict quarantine within the known infested area.

There is no question but what this insect is a serious pest. When first noticed only a few beetles could be collected in a day while now 15 to 20,000 can be captured in a day by one person. The skeletonizing and defoliation of trees year after year will soon weaken and kill them. It is evident then, that if the Japanese beetle is not soon controlled it will be classed with the gypsy and brown tail as shade tree pests.

The Davey Tree Expert Company.

WM. HOLISTER.

Shade Tree Entomologist.

PITTSBURGHERS HAVE AN OUTING

The annual field day of the Pittsburgh Florists' and Gardeners' Club held on Wednesday, August 11, will linger long in the memories of the members and friends who attended. It was a success in any way you take it. Promptly at 10.20 the long line of autos left Sewickley Station for the day's pleasure and it certainly is a treat to visit the beautiful estates of Sewickley Heights. The first stop was made at Mrs. J. B. Oliver's (F. B. Reig, gardener). Everything showed good care, and the walled garden was very good. G. A. Woods (A. Etherington, gardener) was the next stop. Effective plantings of shrubs and evergreens was noted on this place. R. H. Boggs (Geo. Shaw, gardener) and Col. Schoonmaker (John Carman, gardener) was the next stop; both places give credit to the men in charge. Next in order named was J. F. Rogers (A. E. Bonsey, gardener). The Country Club (John Pressler, gardener) and Van Vorhis (H. A. Baumgarten, gardener) —all these places reflected the skill of their caretakers.

The noon lunch stop was made on the estate of J. W. Lyon where our genial president, John Barnet, holds sway. Everything was in tip-top



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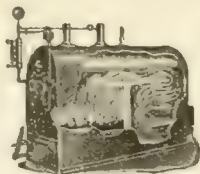
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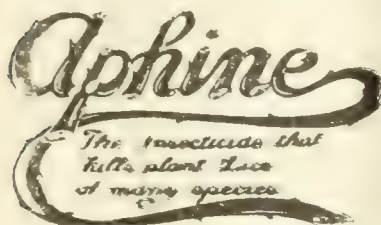
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shape. The lunch committee, Mr. Barnett, Mr. Curran, Mr. Boxell and Mr. Thompson, certainly deserve much praise for the bountiful layout. It was simply perfect and everyone enjoyed it. After lunch and a few speeches, especially noteworthy the one of Mr. Cook, inviting us all to Cleveland, not only for the convention but at any time, we were off to our next stop, W. B. Schiller (E. E. Norton, gardener). This place we found in good shape. The next stop was at W. P. Snyder's (Wm. Thompson, gardener). It is a magnificent place and well taken care of. Especially noteworthy were two specimen Staghorn ferns (Platycerium Alcorni) and the formal garden planted solid with pink geraniums. At the next stop, W. R. Willock (R. Boxell, gardener), a fine vegetable garden greeted us and everything else was in good shape. Mrs. E. M. Horn's (Manus Curran, gardener) was the next stop. Everything painted to creditable management and the onions were some onions. The next stop in the order named: H. D. Darlington, Jr. (Rob. Clark, gardener), Alex M.

Laughlin (Thos. Sturgis, gardener), Mrs. Wm. Thaw, Jr. (John M. Jones, gardener). All these places showed skillful care and attention. The annual and perennial gardens on the Laughlin estate, the rockery and fine lawn on the Thaw place, and the hot-house grapes on the Mason place are well worth mentioning. The last stop was at the summer home of Mrs. H. R. Reah (Alex. Davidson, gardener). The evergreens and perennial borders are worth seeing. Mr. Davidson certainly deserves much credit for his able and efficient management. We all went home with a happy heart and joyful anticipation of another field day next year.

CARL BECHERER, Secretary.

THE MARKET

The market remains very dull with sellers ready to accept almost any price that is offered. Business is always quiet in the summer and this season is no exception. But few changes have been noted this week. *Lilium longiflorum* has made quite a jump in several markets and has been

quoted the past week at 20c. Valley is coming in slowly and has gone up a little. Cattleyas also have taken an upward turn and good stock is now selling at \$2. In the Boston market Russell and Premier are again the top notchers in the roses and bring 12c.; most other short-stemmed stock is down to 3c. Naturally there is a great flood of gladioli. It seems that this branch of production is being a little overdone. The prices run up to 3 cents, and some stock is practically given away. The same applies to asters, although very good asters bring 4 cents. It is everybody's market and dull after the first hour.

A MESSAGE TO THE LADIES' SOCIETY OF AMERICAN FLORISTS

It was a very great disappointment to me to leave convention activities before the session closed, and a matter of deep regret that I could not thank the Ladies' Society of American Florists, personally for their gracious gift. I am not only proud to possess this beautiful silver bowl as a testimonial of the loyalty and friendship of the members, but proud to possess it through having served you as your president. It is now filled with luscious pears and apples and in daily use, it will be a constant reminder of years of pleasant association with the L. S. A. F.

With very deep appreciation and gratitude and with all good wishes for the future welfare of the association, I am

Most sincerely,
MRS. B. HAMMOND TRACY,
(President of L. S. A. F.)

Poehlman Bros., of Chicago, have added Edwin G. Westman, formerly of the Burdette Floral Co., St. Louis, to their staff. It is expected that Mr. Weiss will represent the company on the road.

Mr. Nick Shroeder, of the Swiss Floral Co., Portland, Ore., has started for his home in Switzerland, where he will spend a short vacation.

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Khedive	lavender, orange beard	4.00
Pallida Speciosa	dark lavender	3.00
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Queen of the Gypsies	purplish red	3.00
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Lecturer on Horticulture, Columbia University

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HORTICULTURE

Vol. XXXII

SEPTEMBER 11, 1920

No. 11

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NATIONAL PUBLICITY CAMPAIGN

It was pleasing at the close of last month to receive from the Broadway Music Corporation, New York, a check for \$302.20, royalties due us on the song "Say it with Flowers," composed by Albert Von Tilzer, and sold to the public. Over 30,000 copies were put out, and we can only imagine the amount of publicity we have received, and are still receiving as the song is rendered. We must not forget, too, the very large number of occasions when this song has been featured, sometimes with special stage settings, and prominent artistes, in theaters, music halls and cabarets throughout the country. Additional publicity has also been gained through the distribution of the song as a phonograph record, the Columbia Graphophone Co., having, we understand, sold many thousands of records, all of which, it is fair to believe, are in constant use.

Another important addition to our fund is the sum of \$1,000 subscribed at the convention of the Texas State Florists' Association, Fort Worth, July 20-22. This is an example of effective organization work. The subscription, of course, although made up of individual subscriptions, is outside of the individual subscriptions from Texas already reported.

The members of our Publicity Committee feel greatly encouraged over an increased interest in their work which is becoming apparent. If every florist in the country would but give proper thought to the campaign, the necessary funds to carry out the committee's plans would soon be forthcoming. They have accomplished wonders with the amount of money made available for them. Mr. S. R. Latshaw a noted publicity expert, recognized this in the address he made before the Cleveland convention of the society. He said: "You have a wonderful slogan, one of the best, probably, in all of the various forms of advertising. With the amount of money that has been put at the disposal of your committee, I say to you from twenty years of experience, during which time probably more than \$100,000,000 of advertising has passed through my hands, that I know of no case when advertising has been done so successfully for so trifling a sum as has been expended up to the present by your society. You have in your catch line, 'Say it with Flowers,' a

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Can we get away from this "surface-scratching" procedure, and secure the full benefits that will undoubtedly follow a prime effort? We can, if the florists will think enough of their own interests to back them up with their subscriptions to the Campaign Fund. Such a little support from each one is required that it need occasion no hardship. Let us hear from you.

JOHN YOUNG, Secy.

43 West 18th St., New York City.

PRODUCTS OF CHILDREN'S GARDENS AT HORTICULTURAL HALL, BOSTON

It has been my pleasure today to serve as a judge at the exhibition of the Products of Children's Gardens in the hall of the Massachusetts Horticultural Society. The display on entering was pleasing for the flowers were well and simply shown.

A few years ago I visited the Children's Exhibition on Sunday—the second day of the show—and was so impressed by the wilted appearance of the flowers that for the following year I offered two prizes for the Children's Exhibition. One for the flowers which were freshest at the end of the second day of the show, the other for the best arrangement of the flowers. These prizes were later withdrawn, for there are enough prizes and gratuities given to the children. The judges are weary before they all are awarded. Yet the children should be taught how to have their flowers fresh for the show. The flowers should be gathered the morning of the day before the show and kept in water in a dark place where no draught can strike them for

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FRAMINGHAM NURSERIES **Framingham, Mass.**

We Have on Hand the Largest Stock of
BOXWOOD **RHODODENDRONS**
All Shapes Parsons' Hardy American Seedlings
1,000 BAY TREES All Sizes
MONTROSE NURSERIES
N. F. McCARTHY CO., Props.
Nurseries: "MONTROSE" Wakefield Center, Mass. Office and Salesroom: 112 Arch St. BOSTON, MASS.

twenty-four hours before the exhibition. When the flowers are brought in from the garden they should be put on a table with vases at hand into which each flower should be put up to its neck in water, after its stem has been cut. Dahlias and flowers with succulent stems should have two slits in the stems from an inch to two or three inches up from the end of the stem. Roses should be cut on the slant, while asters and strong, woody flowers can be just cut across the end of the stem. The reason for these cuts is to open the pores of the stems and give them a chance to get all the water that they need. The following day when the boxes in which they have been carefully packed for the exhibition are opened at the hall immediately before the flowers are

placed in the vases in which they are to be shown the stems should be cut in a similar way. For they have had time to seal over since they were taken from the vases in which they had been kept through the previous day and night and their pores must again be opened.

The flowers have been brought in from the garden, they have had their stems cut, and they have been placed up to their necks in deep vases full of water. They should not be crowded in the vases. If there is a room in a cellar where the vases can be kept with no draught blowing over them, they can be taken there and carefully sprayed with an atomizer or watering-pot with a fine spray to its nozzle. The following morning those who have never tried this way of keeping flowers

" FRANK H. DUNLOP "

We are now catching up with our orders, and now offer for immediate delivery:

5000 F. H. Dunlop, 2½ in. own root, per 1000.....	\$300.00
3000 F. H. Dunlop, 2½ in. grafted, per 1000.....	375.00
5000 Columbia, 2½ in. own root, per 1000.....	150.00
1000 American Beauty, 4 in. own root, per 1000.....	200.00
1100 Hoosier Beauty, 3 in., per 100.....	15.00
300 Maryland, 3 in., per 100.....	15.00

CHARLES H. TOTTY COMPANY
MADISON - - - - **NEW JERSEY**

PRIMULA

OBCONICA

CHINENSIS

MALACOIDES

OBCONICA, Separate colors or mixed

CHINENSIS MIXED. 2 1/4 inch pots, \$7 per 100; \$60 per 1,000.

Ready Now. Raised from Selected Seed

CINERARIA, Half Dwarf Mixed, 2 1/4 inch pots, \$7 per 100; \$60 per 1,000.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

will be surprised to see that they are fresher than they were when they were first brought in from the garden. For twenty-four hours they have been quietly filling their stems with water. If no cellar is available the vases can be put in a deep tub covered so that no draught will strike the flowers. This matter of freshness has been dealt with at length because two of the best collections of flowers failed to get first prizes today because they were not fresh.

Flowers can be packed quite tightly in their boxes. It will keep them from being jarred, and from moving about in the boxes. It is better to pack them in boxes or to wrap them carefully in paper when taking them to the shows for they will then retain the water with which their stems have been filled and be fresh on reaching the hall.

We are hoping to get more artistic exhibitions of our gladiolus, sweet peas and iris, but for the present it seems best to encourage the children to show each flower by itself with its name on a label, placed in the glass vases to be found at the hall. There was a fine display of wild flowers made today. Each flower was named and each was shown in a vase by itself. They were all delightfully fresh. Such exhibitions should have every encouragement for they are educational and pleasing. We like to know more about these early autumn flowers.

The children also deserve praise for their fine display of vegetables and for the canning they had done.

Miss L. Gertrude Howes had an interesting and extensive exhibition of the Mary Hemenway School. Connected with this were flower songs and dances by the children of the school.

M. R. CASE.

Hillcrest Gardens, Sept. 4, 1920.

COMING EVENTS

Denver, Colo.—Denver Society of Ornamental Horticulture and Allied Societies, to be held in the Auditorium, Nov. 10, 11 and 12. E. P. Neiman, Sec'y, 1643 Broadway, Denver, Colo.

Indianapolis.—Florists' Telegraph Delivery, annual convention, October (second week). Albert Pochelon, Sec'y, 153 Bates St., Detroit, Mich.

NEWS NOTES.

A. E. T. Rogers, gardener for Judge Moore, Prides Crossing, Mass., accompanied by Mrs. Rogers, sailed August 28th for a two months' tour of England.

Frank B. Smith, Ltd. has opened a flower store at 33 King St., W. Toronto, Ont. The business has recently been incorporated with a capital of \$40,000.

The Canadian Gardeners' & Florists' Association will hold their first meeting of the season at their new quarters, 22 College St., on Tuesday, Sept. 21.

The McClurg-Laird Nurseries Co., Sebring, Fla., have incorporated their business, capitalization placed at \$50,000. J. G. McClurg, B. L. Laird and R. F. Eustis are the incorporators.

FREE Puncture Proof Tube
20,000 Miles Record of this Tube.



A puncture-proof tube FREE with every Transco Tire ordered. Transcontinental Tires are reconstructed and guaranteed on 6,000 mile basis.

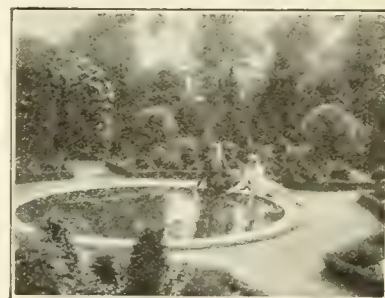
Price Includes Tubes and Tires

28x3.....	\$ 6 75	34x4.....	\$11 25
30x3.....	7 15	34x4 1/2.....	12 90
30x3 1/2.....	8 25	35x4 1/2.....	13 15
32x3 1/2.....	8 85	36x4 1/2.....	13 65
31x4.....	10 10	35x5.....	14 40
32x4.....	10 45	36x5.....	14 65
32x4.....	10 90	37x5.....	14 90

In ordering, state whether SS or CL is desired. Send \$2.00 deposit for each tire. Bal. C. O. D. subject to examination. 5 per cent special discount if full amount sent with order.

We send you our guarantee bond with order. This is your protection

TRANS-CONTINENTAL TIRE CORPORATION
Dept. 501 321 E. 33rd St., Chicago, Ill.



BOX-BARBERRY BORDERED GARDEN

MAKE A LEADER OF
BOX-BARBERRY
IN YOUR 1921 Cat.

Many of the leading firms already have booked with us for their stock.

Write for Terms

Send for Folder

Fifty Opinions on BOX-BARBERRY

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.

NEW HAVEN, CONN.

Let us quote you special prices on choice quality DAGGERS and FANCY FERNS during September.

HAMILTON BROTHERS

Millington -- -- -- Mass.

HORTICULTURE

Vol. XXXII

SEPTEMBER 11, 1920

No. 11

THE TALK OF THE TRADE

There is every indication that Snapdragons will prove as popular with the public this season as in the past years. In any event, many growers are proposing to devote considerable space to these flowers. They seem to pay especially well as a spring crop. It is true that of late years difficulties have attended the growing of Snapdragons, and yet the grower who is careful usually gets good results; and if he has his flowers in the market early enough he is certain to make a good profit.

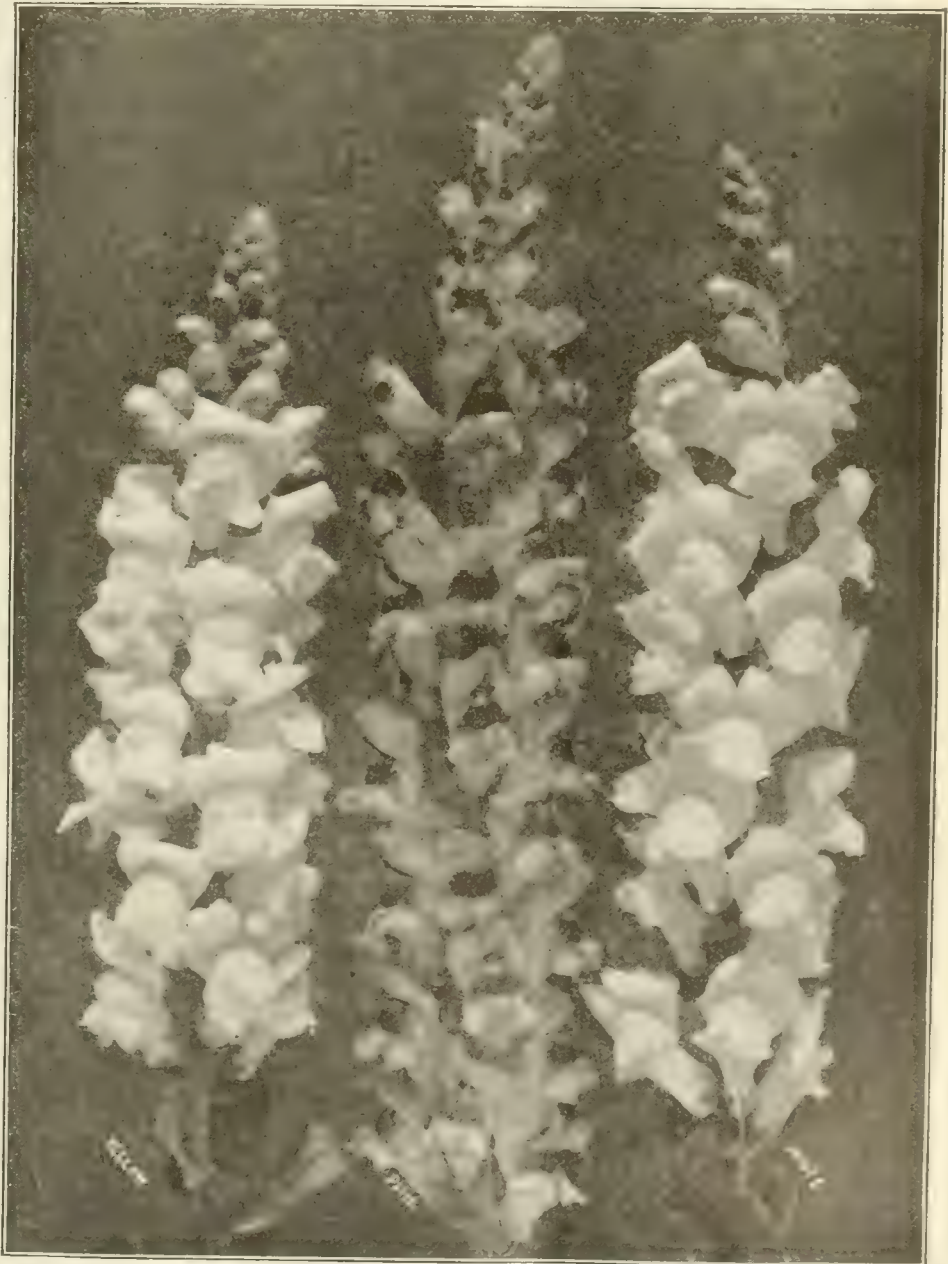
I find that New England delegates to the S. A. F. convention at Cleveland come back enthusiastic over the outlook for the success of the Grower's Association. I doubt if anywhere in the country, unless it be in Chicago, have the new organization's plans been accepted more spontaneously. No doubt Secretary Ammann will be in New England again this winter, and in that event it is to be hoped that he will make a longer stop, taking advantage of the opportunity to get out among the growers' houses. Wherever Mr. Ammann goes he arouses enthusiasm because of his forceful and eloquent manner of talking.

In his talk at Cleveland Secretary Ammann brought up several points which appealed, I find, to growers not only in New England but also in other parts of the country. I refer to his discussion of plans for collecting publicity funds. He pointed out that while in many communities already organized in a cooperative way, funds are readily collected on a percentage plan, and that the plan works well where sales and purchases go through the commission houses. He went on to show, however, that many other growers throughout the United States sell their own products direct, either at wholesale or retail or both, and that it is not an easy plan, or in fact a feasible practice to apply the percentage plan of collection to such growers. The National Growers' Association meets this situation by putting into its constitution a clause that an amount equal to not less than one dollar per thousand square feet of ground covered with glass shall be collected for local dues, and that an amount equal to not less than fifty per cent per

thousand square feet of ground covered with glass owned or controlled by members of any local unit shall be paid as dues into the national organization annually. Of course this does not mean or say that every local district shall collect on the square foot basis. It can use any plan the members may adopt, the square foot plan, the per cent plan, or a direct assessment per member. Each local district can decide for itself as to method so long as

the lump sum collected is equal to the amount stated. I think this covers a point which has been discussed more widely than any other matter having to do with the publicity campaign.

John C. Meyer, of the Meyer Green Thread Co., of Lowell, tells me that he has been having an excellent trip through the White and Green Mountains. The trip was made by motor, and Mr. Meyer says that he is now back at the mills ready for another season's work, turning out their famous silkline and threads. I under-



WELL GROWN SNAPDRAGONS

stand, by the way, that Meyer & Co. were the first manufacturers to introduce the green smilax and florists' threads throughout the world.

Mr. John Scheepers of New York saw my recent note about the scarcity of Spanish iris and tells me that his firm has been growing this iris for two years now in California, the first planting having been made in the late fall of 1918. Mr. Scheepers says that the second shipment from these plantings is already on the way east. While considerable success has met the effort to grow this iris in the west, there have been plenty of difficulties to encounter, among them a plague of gophers which has carried off a great many bulbs. It is necessary to charge an unusually long price in order to make the venture pay.

Ex-president A. L. Miller, of the S. A. F., seems to have a fine thing in *Primula malcoides Townsendii*. He is pushing it by sending out attractive cards carrying a picture of the plant, but not being in colors the picture cannot show the pleasing lilac-rose shade of the blooms. Evidently the plant has made a hit wherever shown because it has received first class certificate of merit from the New York Florists' Club, the Nassau County Horticultural Society, and the Oyster Bay Horticultural Society. The flowers are pleasing, not only for their color but also for their size, individual blossoms being as large as a twenty-five cent piece. Altogether, *Townsendii* seems to be a revelation in the baby type of prim-rose.

Mr. F. R. Pierson, of Tarrytown, is acquiring a wide reputation as a speaker, especially on horticultural subjects, although that is only one of the many topics about which he talks well. He is about to speak before the Western New York Floricultural Society, on September 17, in Rochester, and the Rochester people gave him a flattering advance notice. The Chronicle says: "Mr. Pierson is credited with having introduced the commercial cultivation of Easter lilies, both in Bermuda and United States, as well as doing recognized work in the improvement of ferns, roses and carnations." His subject on September 17 will be "The Advancement of Rose Growing and Horticulture in General."

A seedman's windows on a main travelled street should always be made educational. When one goes by a good seed store and sees the windows filled up with five hundred little peck bags of lawn grass—how tame and uninteresting that is! If on the contrary

one passes another where the lawn is shown, with the seed standing, and in various stages of development with plenty of pictures and attractive accessories all around, what a difference! And note how the crowd will stop to study the latter, while they will pass the former with hardly a glance. When the season is passed for sowing, then is the time for blooming plants. And have the boys around to book the orders for later delivery. The boys should not be too forward about the booking. Let them be apparently for information. The business will come natural enough, in due course, without being forced. Don't jew them. That ruins the whole thing.

Some will say my gracious we haven't time to bother about windows. We are too busy as it is, everybody working overtime now. That may be true, and yet there is a valuable asset going to waste and the wise executive should find a way. Never leave the window dressing to the apprentices. Job belongs to the best man in the house. And he should be given command of everything and every body and all the assistance needed. It is like the catalogue. Who writes and illustrates the catalogue, the lumpers of the house? The apprentices? The stenos? Not much! That job belongs to the best man in the house and the head of every department has to jump in and co-operate. Well, it's the same thing with the window but, glory be, that gets as far less attention as a rule.

Why not use your connection with the F. T. D. in a business-like way. A plan adopted by Samuel Murray of Kansas City has merit and is worth the consideration of other florists. Mr. Murray gets out a neat little folder for distribution in the trade. It is called "Facts About the Florists' Telegraph Delivery" and reads as follows:

The Florists' Telegraph Delivery Association was formed for the purpose of enabling the retail florist to give better and broader service to his patrons.

It is possible now for anyone buying flowers to have them delivered through his local florist via the Florists' Telegraph Delivery, anywhere, any time, any place, and feel assured of guaranteed service through the seventeen hundred members belonging to this wonderful organization.

The Meaning of Guaranteed Service

Each member of the organization puts up a cash bond when he joins the association, guaranteeing to fill all orders entrusted to him by his fellow members, promptly and carefully.

The customers can feel assured at

New Violet "Duchess"

This is a great improvement on Princess of Wales—Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

It will pay you to go in for DUCHESS. And DO IT NOW—before this fine lot is all grabbed up. We offer Large field grown clumps of DUCHESS, and the other two as follows:

	100	1000
DUCHESS	\$15.00	\$120.00
LADY CAMPBELL	12.00	100.00
PRINCESS OF WALES..	10.00	95.00
MARIE LOUISE.....	10.00	95.00
GOV. HERRICK.....	12.00	15.00

C. U. LIGGIT

Wholesale Plantsman

Bulletin Building PHILADELPHIA

MICHELL'S BULBS

White Callas (Aethiopia)

CLEAN, HEALTHY BULBS

	Doz.	100	1000
1 1/4 to 1 1/2 in. diam..	\$1.25	\$8.00	\$75.00
1 1/2 to 1 3/4 in. diam..	1.75	12.00	110.00
1 3/4 to 2 in. diam..	2.25	16.50	150.00
2 to 2 1/4 in. diam..	2.75	20.00	180.00

Godfrey Everblooming Calla

A popular variety for either cut flower or pot plant sales. Excellent for design work.

	Doz.	100	1000
First size, 1 inch diam. up.....	\$1.75	\$12.00	\$110.00
Mammoth, 1 1/4 inch diam. up.....	2.00	13.50	125.00

Narcissus

PAPER WHITE GRANDIFLORA

We handle only the improved true type which produces the large flowers.

	100	1000
First size, 13 ctm. up (1250 bulbs in case).....	\$2.75	\$21.00
Monster Bulbs, 14 ctm. up (1000 bulbs in case).....	3.00	25.00

DUTCH BULBS ARE ARRIVING NOW
Place your order now if you have not already done so.

Also all other Seasonable Bulbs, seeds and Supplies.

SEND FOR OUR NEW WHOLESALE PRICE LIST, if you do not receive a copy.

MICHELL'S SEED HOUSE

516-518 Market Street, Philadelphia, Pa.

FIELD GROWN Carnation Plants

	100	1000
2000 Delight	\$15.00	\$125.00
5500 Ward	15.00	125.00
100 Bernora	15.00	
1000 Bernice	18.00	

W. D. HOWARD

150 South Main St., Milford, Mass.

all times that his orders will be handled in the most satisfactory manner; first, because the association guarantees him; secondly, because every member takes a pride in pleasing his patrons and building up his business with satisfied customers.

There is no additional expense for this service, except the cost of the telegram or telephone in the transmitting of the order.

We ask our patrons to make use of this service, which we know will please you and be executed in a manner to merit your patronage.

SAMUEL MURRAY,
1017 Grand Avenue,
Kansas City, Mo.

I am sorry that the coal situation has become so serious, because it is sure to interfere with the operation of private greenhouses. In fact, a good many estate owners have decided to run their houses only in part this year, and of course that is going to interfere with the best horticultural development of the country. Sometimes it is possible to get along with less heat and still get fairly good results.

Now that coal is a little easier in many sections of the country, it is to be hoped that there will be an increased inclination on the part of estate owners to keep their houses in operation. Apparently the help situation is improving, and that is an item of importance, although it is true that wages are high and likely to remain so around town.

I should be interested to know how the plan of using girls for greenhouse work on private places is working out. I know of one estate where the scheme has been given up entirely, but it may be that in other places it is proving a success.

AMERICAN DAHLIA SOCIETY'S SHOW

The sixth annual exhibition of the American Dahlia Society will be held at the Hotel Pennsylvania, New York, September 27, 28 and 29. Additional special prizes of \$25.00 have been offered by William J. Mathewson of New York for the best collection of Cactus Dahlias, 50 varieties, short stems, and the best collection of Decorative Dahlias, 25 varieties, short stems.

The judges for the exhibition will be James Duthie, Oyster Bay, L. I.; Prof. Geo. W. Fraser, Storrs, Conn.; Prof. J. B. S. Norton, Hayattsville, Maryland; James Kirby, Huntington, N. Y.; J. S. Vincent, White Marsh, Maryland; Peter Duff, Orange, N. Y.; John MacNicoll, Cedarhurst, N. Y.; E. Stanley Brown, East Moriches, N.

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of Commerce Bldg. Boston, Mass.



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossi, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias, Anemones, Maderia Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00. Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.

SEEDS AND BULBS Boddington's

128 Chambers St., N. Y. City

Y.; Alexander McKenzie, White Plains, N. Y. All communications in regard to the show should be addressed to Edward C. Vick, Sec., 205 Elwood avenue, Newark, N. J.

HORTICULTURAL SOCIETY OF NEW YORK

The regular fall exhibition of this society will be held November 4 to 7, at the American Museum of Natural History. Schedules are now ready for distribution, and will be sent on application to the secretary, George V. Nash, New York Botanical Garden, Bronx Park, N. Y. City.

The premiums are quite different from those of other years, a number of prizes being offered for fruits and vegetables. Substantial premiums are offered for groups of greenhouse foliage and flowering plants, the first prize including, beside the cash, the

society's silver cup valued at \$100.

Send for your schedules early, so that you may get your material in shape, and be able to make your entry at an early date. This will greatly help in the arrangement of the show.

GEORGE V. NASH, Sec.

A. L. Miller

Christmas and Easter Pot Plants
a specialty

Wholesale Only

Jamaica, N. Y.

The Olympic Flower Shop, of Bremerton, Wash., has moved into the new Keefe Building on Pacific Ave. This concern has also recently completed two new greenhouses that cover approximately 7,000 square feet of ground space. Mr. F. C. Schricker, the manager, says that he expects to grow practically all his own flowers this year.

Considerable damage was recently done by a fire which broke out in cellar of Dana Herron's Flower Shop at Olean, N. Y.

HORTICULTURE

Established by William J. Stewart in 1904

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One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

One of the most significant features of Reconstruction President Miller's address at the recent convention in Cleveland was his reference to reconstruction since the war as it has applied to the florist business. Mr. Miller pointed out that in spite of the many changes which have upset most lines of business, the florist has continued to prosper. Not only has his business increased in volume, but prices have ascended, oftentimes out of proportion to the increase in cost, great as that increase has been.

The question is often asked, "How soon will the point of saturation be reached?" In other words, how soon will it be before the public has reached its limit in the matter of buying flowers? Mr. Miller's answer to his own question is that that point will never be reached. He pointed out that the apex of the florist business recedes as it seems to be approached, and that as far as can be judged there is no prospect of getting beyond the ability and willingness of the public to buy.

Remarkable as it may seem, reconstruction work since the war has not hindered the florist but on the other hand has tended to increase his business. There are reasons for that, however, which do not always appear on the surface. One of them probably is the work which has been done in the way of increased publicity. Sometimes the objection is made that this publicity work has not brought as big returns as it ought to, but the fact is often overlooked that a peculiar situation has had to be met. Under normal conditions it is quite likely that the publicity campaign would have brought about a much more apparent increase, but on the other hand nobody can tell how great the returns might have been if the campaign had not been inaugurated just at the time it was; that is to say, this campaign has been the buffer which has withstood the natural tendency towards a falling off of business. Every florist knows that a large proportion of his old-time customers, especially among the wealthy classes, has been lost, at least in part. They also know that many new customers have been added to their lists, and it is more than probable that these people have been influenced largely through the publicity material appearing in the magazines and papers.

We think, therefore, that Mr. Miller is perfectly justified in the optimistic attitude which he has taken, and that there is no reason to expect the falling away in business which some pessimistic florists like to harp upon. It is true that there may be a certain readjustment and that prices may run more even than during the past year, but probably the florists themselves will not be displeased to have something of this sort come about.

One matter which was stressed at the convention of the Canadian Florists' and Gardeners' Association was the desirability of having gardeners visit each other professionally and socially to a greater extent, as well as getting together on more formal occasions. This is something which ought to interest all members of the profession because the best interests of the profession cannot be attained unless there is a certain amount of co-operation and team work. It seems to us that every private gardener ought to belong to some association, and ought to attend the meetings, and ought to take part in the discussions. If he can also attend the national association meetings, so much the better. Many large minded employers would be glad to pay the expenses of their superintendents to these meetings if the matter were brought to their attention. In any event, the feeling of aloofness which seems to characterize many private gardeners is not for the best interests of the profession, or of their employers, or for that matter, themselves. Let us hope that there will be a greater mingling at social and business meetings, and a decided augmentation of the membership of the gardeners' societies.

Apparently there is great confusion in the seed market. According to the New York correspondent of the Seed World, who keeps his finger on the pulse of the trade at all times, the dominant feeling seems to be an expectation of inevitable lower prices. It is even predicted in some quarters that the bottom is going to fall out of the market when new seed begins to flood it, and that there are plenty of red lights to be seen ahead, and but few green ones. Others predict simply a period of stagnation, lessened demand and lower value, but do not believe that the outlook is as dismal as some experts would make it. Nevertheless, everything seems to point to lower prices. Orders have been cut down, and deliveries interfered with, owing to labor and transportation difficulties. The fact that less land was planted last spring has brought about a surplus of seed in some quarters. Probably the carry over is as large, if not larger, than in most past years. As is pointed out by the writer mentioned, this condition in any other line of business would mean the general shutting down or curtailing of production. Of course this sort of thing is not possible in the seed business. The new crop is coming in, and it must be disposed of. Within a very short time that crop will be on the market, regardless of the demand. Meanwhile, everybody is guessing just what the ultimate result will be.

Another interesting feature of the seed trade outlook is the probability that ten cent packages will be the usual thing next season. According to the Seed World, many of the larger seed houses are contemplating the adoption of a standard price of ten cents per packet, and whether or not it would affect the total amount of sales nobody can decide in advance. In any event it would simplify matters for the seed dealers, and probably the public would soon become as accustomed to ten cents as its unit of value as it has been to a nickel in the past.

Penn
The Florist

"The Telegraph Florist"

Member of Florists' Telegraph Delivery

**124 TREMONT ST.
BOSTON**

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery
Association

WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.
Member Florists' Telegraph Delivery

**Providence, Rhode Island
Johnston Brothers
LEADING FLORISTS**

38 Dorrance Street
Member Florists' Telegraph Delivery

ST. LOUIS, MO.

FRED C. WEBER

4326-28 Olive St.

Member Florists' Telegraph Delivery Ass'n.
NOTICE INITIALS. We have one store only.

The Beacon Florist
7 Beacon Street, BOSTON
Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Florists.
Prompt, Efficient Service Guaranteed.

BOSTON, MASS.

**Houghton Gorney
Flower Shop** Member
F. T. D.

Under the Park Street Church

Flowers Under Glass

As soon as the nights begin to get cool do not delay putting on the steam. If the thermometer outside goes as low as 50 degrees, the temperature in the houses will go too low for best results with roses. That does not mean that it is necessary to close the ventilators, however. It is better to have plenty of ventilation and enough heat to keep the temperature up to 64 at night. It will be especially necessary to have plenty of air during the day. While the grower may hesitate to use high priced coal so early in the season, the results will be shown in the increased vigor of the plants. You can prevent the appearance of mildew by using a little sulphur on the pipes every eight or ten feet, but be careful to add a little lime to the sulphur if the pressure in the pipes exceeds five pounds because the lime will keep the sulphur from vaporizing too rapidly. Otherwise some damage may be done. It is necessary to be especially careful with the houses from now on because while roses with plenty of tops will take water in abundance, it is very injurious to keep them soaking wet. When the soil dries out enough so that it is merely moist, then is the time to give the plants another good watering with the water dripping freely through the benches. Avoid using too much pressure, for in that case you may wash the surface of the soil too badly. When you apply the water gently the soil does not pack, and is kept open for the entrance of oxygen. This is a fact not always realized by greenhouse growers but when water is applied with great force it produces a film of mud over the soil, and unless the soil is afterwards raked over the roots will suffer from lack of air. Moreover, there is danger of tearing the roots by the force of the water. If you are watering old plants that have been cut back and transplanted, it is best to withhold water from those that are not strong, as they will come along very well if kept on the dry side, while over watering them will surely cause them to perish quickly. An easy way to mark them when they are growing among tall plants is to scatter a little lime around them on the surface. The lime will show up at once so that the oper-

ALLSTON & BRIGHTON, MASS.

ROGERS FLOWER SHOP Member
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ator will be able to distinguish these plants from the others.

Asparagus and smilax must be well fed now, as they should have a good supply of roots, and with good feeding they will grow very rapidly. Remember that you can get much better growth with these greens while the days are long, with plenty of sunshine. If you happen to have a little chicken manure, use it regularly but sparingly. Without it you will do well to apply a little nitrate of soda. Use these fertilizers about every two weeks.

There will be no falling off with the demand for tulip bulbs this season. It is evident that the growers are planning for a big sale in spite of the probable high prices. In potting up tulip bulbs use a light but moderately rich compost, say two-thirds loam, one-third old manure, with the addition of a little leaf mold and some sharp sand. If you can make it up beforehand and have it well mixed, so much the better. Do not add commercial fertilizers of any kind to the soil, as you will do more damage than good. After planting the bulbs, water them thoroughly and place them outside under five or six inches of soil where they can stay until needed.

There is likely to be much warm, humid weather before the end of September, and for that reason the Cattleyas should not be given too dense shade. It's a great advantage to have rollers or other movable shades for orchid houses because then the plants can be given a maximum of light when it is needed most. Do the watering in the morning, and give it most liberally to C. labiata, Trianae, Mossiae, Percivaliana. Such plants as C. Gaskelliana, Dowiana and others just starting into growth will need less moisture. The Cattleyas are improved by a spraying every clear afternoon, but early enough so that they will dry before nightfall. Run your Cattleya houses from 50 to 65 degrees at night, but leave some air on no matter what the outside temperature may be.

Your freesia bulbs will need to be kept well up to the glass and have the soil moist, although never too wet. You will need supports to keep them upright. Plants which are several inches high should be moved into a sunny house in order to get them into flower as early as possible. Oftentimes a house can be used in which there are shelves where the freesias can be grown.

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Personal attention given orders for Knoxville and East Tennessee

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When writing to advertisers kindly mention HORTICULTURE

George Watson's Corner

"You in your small corner and me
in mine."

Steve Mortensen reports his planting of the rose Pilgrim as having turned out very satisfactory. He put in two thousand plants last Spring and it has paid so well he wishes now he had put in ten thousand.

Back to work again, boys. Summer loafing is over. Most of the wholesale flower stores announce the usual Fall and Winter 7 a. m. to 5 p. m. on and after September thirteenth.

The latest slogan of the S. A. F. secretary in regard to publicity work is fine, up to the last paragraph where he tries to sell some more of those billboards. The florists best way is to Say it with Flowers, not with a billboard. There may be some excuse for a seedsman saying it with a billboard but for a florist or nurseryman none whatever. The latter can say it with the things themselves in all their glory. A seed is a hidden proposition but even in the seedsmen's case there are better ways than billboards.

In regards to the slackers on the subscription list they are very human. About ninety-five per cent of the human beings born into this world alive are looking for "something for nothing." So long as they can get something for nothing they are tickled to death. If the other fellow is willing to put up for the advertising he's a brave laddie. Of course that is not said out loud. Oh no! The only thing to do with the slacker is to go after him personally and make him cough up. If he won't then you have the publicity weapon on the contra side and he is very much afraid of that. Nine times out of ten he will come across to the courteous and affable argument, but to a screed in the paper about the other villians (he is never one of them) nothing doing. You may talk there, until the cows come home. Systematize the thing and go after them personally. That is the only way.

Dahlias are now beginning to show up in the market and some really good flowers are to be seen. When good specimens of such varieties as Madame Lumiere, the beautiful crimson and white of the decorative type, are to be seen, we may conclude that the

Paper Whites—Ready

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NEW COLORED FREESIAS, "General Pershing" (lavender pink), "Viola" (violet blue)—each per 1,000, \$40.00; choice mixed colors, 1,000, \$35.00.

VAUGHAN'S PURITY (three-eighths to one-half inch, 1,000 \$8.00.

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Seasonable Seeds*

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FARQUHAR'S UNIVERSAL MIGNONETTE

This Mignonette is considered to be one of the finest for the greenhouse, and has received many Awards where exhibited.

It produces enormous sweetly scented spikes of reddish-green flowers, which are greatly in demand for cutting.

1-4 oz., \$4.00; 1-8 oz., \$2.00; 1-16 oz., \$1.00

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Special Price List to Florists and Market Gardeners. Write for a copy at once—it will save you money.

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GARDEN SEED

BEEF, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

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W. E. MARSHALL & CO. SEEDS, PLANTS AND BULBS

Horticultural Sundries

166 W. 23rd St., NEW YORK

season is on for fair, and that the dahlia will hold a conspicuous place from now until frost.

It is a far cry to the City of Mexico from the Quaker city. And yet the conversation of Ralph Faust of the Pennock Co. takes you right there and holds you by the hour while he tells

you interesting stories of his sojourn among the Mexicans. He sold them tanned kid leather (made in Philadelphia) at first; then he started a tannery down there and showed the Mexicans how to get their own "goats." Which is a bad pun; but you can imagine it turned out to be a good "kid" for the Dons!

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Helps for the Retail Florist

Important Suggestions Made by S. A. McFadden of Toronto

Among the most valuable and important papers read at the recent convention of the Canadian Florists and Gardeners' Association was one by Mr. S. A. McFadden of Toronto. It was as follows:

If you are a retailer and not in love with your calling, you are in the wrong business. The selling and working with flowers is a lovely occupation, and if you are not in love with it, don't stay with the business. Choose the line you are in love with, if you want to make a real success. Sometimes in the rush of business, with its worries and perplexities, we do not see the beauty of the product we handle. Commercialism crowds out the beauty for the time being, but it is there just the same, and if we realize and appreciate it, we are made much better men and women.

Qualifications of Retailer.

The "running" of a retail flower shop is "some job." It is a man's job, and calls upon one to be resourceful and up-to-date in every way. The retailer must not only be a merchant and know something of finance, but he must be an artist as well. Unfortunately, the majority of us have not all these qualities combined. Some of us are artistic, but have not the executive ability; others are experts in store management and financial matters, but have not the eye and touch of the artist. Fortunate are we

indeed if we have all these qualities combined. Just in proportion to the measure of these properties we possess, will be the measure of success of our business.

The retailer must also be honest, for honesty is the best policy, giving value and service for every dollar spent in his store. Not having two prices—not trying to get more from one customer than from another for the same article—but ever endeavoring to practice the Golden Rule: Not trying to get the best of any one, but doing unto those—customers, employees, wholesalers and growers—as he would they should do unto him. Gentlemen, this is an old, old rule, but one that is not used enough. If used every day in every transaction, the wheels of our dealings with our fellow-men would run more smoothly. Our character would be built up; and soon, for some of us at any rate, our reputation and character would coincide. Reputation is what a man is known by; character is what he really is.

Buying and Selling

The buying of stock for a retail establishment should be left in the hands of one person, especially in the large stores where there are a number of employees. He will know better the needs of the place, and will be better in touch with the market, the quality of stock and where the

best comes from. Do not over stock, but have a good variety and keep it looking fresh and clean.

Keep your old stock out of sight, for a vase of stale, wilted, half dead flowers sitting around in view of your customers is not a good advertisement for your business. A vase of good fresh bloom will often sell itself, with little or no effort on the part of your salesman. Do not let old flowers be sent out from your store. It will react on you some time, and it will be hard conscientiously to explain to a customer why such stock was sent.

Satisfied customers are a necessary asset to any business. I know of one firm of retailers whose salesmen go on the principle that the customer is never wrong. Acknowledge you are wrong before a customer gets angry. Remove the cause of the "kick," and you still have your customer. Of course, there are always a few chronic "kickers" in every list of patrons, but in time you will know these and can deal with them accordingly. Be on the job. Don't be always out. Customers like to see the proprietor or manager around the store. It tells them you are there looking after their interests. Get to know your customers by name and speak to them, even if you are not serving them. It invites confidence in your establishment.

Keep your invoices of stock of the busy seasons. Also keep a list of what is left over and what did not sell. It will be a great aid to you when ordering for the next season. You will be able to order in a systematic way, and will not have to guess at the quantity you need.

Good salesmanship does not consist alone in selling the most stock and in making the most monetary sales, but also consists in profitably serving yourself and patrons.

Art and Harmony of Colors

Art is a prime necessity in the flower business. Nature is a wonderful teacher, and the more we keep to nature the more artistic we will be. Study the nature and the growth of the flowers you use and embody these as much as possible in your designing and making up. Do not overlook

EDWARD REID WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

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10,000....\$2.50 50,000....\$11.00 Sample free.
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Telephone No. 755 **NEW YORK**
Farragut

color combinations. Some beautiful artistic effects are spoiled by the introduction of some colors that "fight" with the others. Because you have some flowers that need using, but do not go well together, is no reason why you should make them up.

Don't make a pillow like I saw in a florist shop not long ago. In it were cattleyas, Columbia roses, Ward carnations and a few odds and ends of other flowers left over. The effect was enough to "jar" the least artistic sense of any person. If the dead person to whose funeral it was going was artistic in the smallest degree, it would wake him from his lasting sleep. Pardon me for saying that the effect of this pillow was "fierce."

Have your designs and made-up pieces simple and with a harmony of color. It will save you flowers. Art is not extravagant, but is economical. You will agree with me when I say that a mass of flowers is not artistic. It may be effective, but not always pleasing to the eye. A few flowers in a vase, design or bouquet is far more pleasing. Getting an effect that is pleasing to the eye is the first lesson in art. Right proportion and harmony of color follow.

Floral Arrangement

Art in floral arrangement is a big subject and one worthy of a paper by itself. I have said enough here, I hope, to make you think of what effect your work has upon the aesthetic senses of your customers. A florist has great possibilities. He has the beautiful natural material, and it is his opportunity to use it to advantage to show his original ideas.

Keep your store clean and up-to-date. Do not overcrowd it with stock. A few specimen plants and a few artistically filled vases or baskets will be more effective and pleasing. The same remark applies to your window. The day is past when an up-to-date florist crowds all his stock into his window, irrespective of whether the different flowers and colors go well together or not. The window display is the best advertising the retailer has, and it should always be lovely and beautiful with seasonable stock and new ideas. It tells the public the kind of business you are conducting. Does your window say you are a first-class florist or a second-rate one?

The question of prices is worthy of some consideration. I am not a believer in high prices, but I think the retail florist should be paid well for his product and ideas. "A laborer is worthy of his hire." Nor am I in favor of the cutting of prices. Bar-



Be sure and get Meyer Threads and take no other.

WM. P. FORD

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut

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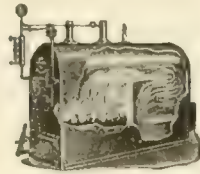
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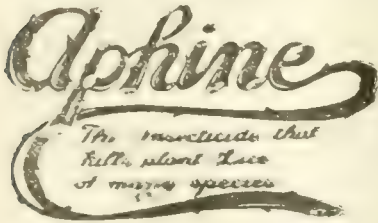
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(Signed) CHRIST. WINTERICH,
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Kroeschell Bros. Co., 406 W. Erie St.
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The Recognized Standard Insecticide.
A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

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Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

½ Pint, 30c.; Pint, 50c.; Quart, 90c.;
½ Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00.
Direction on package.

LEMON OIL COMPANY

Dept. S. 420 W. Lexington St., Baltimore, Md.

gain sales in flowers do not to any great extent benefit either the grower or retailer. In times of surplus of stock, some other way than the cutting of prices could be found to move the surplus. It cheapens the product we handle to cut the price. This is a matter for consideration and co-operation between grower and retailer, and one I would like to hear discussed at this convention.

Income Tax Beneficial

The enacting of the income tax law has been a good thing for the retail florist. It has also been good for other merchants. It has shown some of you retailers that you are not conducting your business on a paying basis. When you figured out your business for the year, the way the taxing officer wanted, you were surprised to learn that you had nothing or very little to tax. Why? Because you have not been conducting your business in a systematic way. A few years ago you were satisfied that a certain percentage on cost would pay your losses, your overhead and run-

ning expenses and leave a fair remuneration for you. You have kept on doing this during these years of high cost of everything without keeping an accurate account of what it is now costing you to do business. Your tax returns, if you have made one, has shown you that this percentage on original cost is not enough for these days of high prices. Be systematic. Put some business methods into your business. Keep an accurate account of what it is costing you for rent, repairs, boxes, wrapping material, wages and delivery. Then, and then only, will you know whether or not you are getting something for your enterprise and efforts.

Selling to Undertakers and Agents

This matter of working for little or nothing brings me to the question of selling to undertakers and agents. Be honest now. Are you giving to the original purchaser a square deal, and the same value he would get for his money if he came direct to your store? Or, are you adding to your regular price the percentage of discount you

allow your agent? I do not want to criticize the practice, along this line, of any retailer. The point I want to bring out are these:

First, if you are adding to your regular prices the amount of discount you allow your agent, then, allowing him to deduct this amount for his profit when paying you, you are not giving the original purchaser a square deal. In other words, you are not paying your agent for getting the order, but you are making the purchaser pay.

Second, and I wish to emphasize this more than my first point, if you allow your agent a discount off your regular prices, nine times out of ten, he makes more money than you and does not work so hard for it, unless you allow a very small discount. The large and varrying discount allowed is the iniquity of the system. I know of some firms that allow 33 1-3 per cent off. Now, if you can allow this amount off your regular prices, get up at all hours to catch an express train, fill your 12, 14 or 16-inch design at your list price when stock is scarce and high-priced, and make for yourself the amount of discount allowed, you are some financier!

These are days of reconstruction and cooperation. Retailers, get together with your brother retailers and discuss matters like these I have mentioned! If there is an injustice or iniquity in the practice of giving discounts let it be removed. Let us reconstruct our business, if necessary, along progressive paying lines, never forgetting the rights of the other fellow.

Matters That Need Remedying

There are other matters which need remedying, such as the proper grading of cut bloom, the equitable adjusting of damages from poor packing, and the sending in of stock in an unmarketable condition. These and other questions can only be adjusted by cooperation and working together, for "in unity there is strength."

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For Greenhouse Glazing
USE IT NOW

F. O. PIERCE CO.
12 W. BROADWAY
NEW YORK



Mastlen is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass than occurs with hard putty. Lasts longer than putty. Easy to apply.

USE WIZARD BRAND

TRADE MARK

CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
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The Florists' Standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House Order, or write us direct for prices and freight rates.

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WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free from Bubbles
Uniform in Thickness

PAINTS and PUTTY

Greenhouse White (Semi-Paste) The Paint Particular Florists Prefer

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
251 Elm Street BUFFALO, N. Y.

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CARNATION PLANTS, FIELD GROWN—Ward, Benora, Matchless and other choice varieties; good stuff; but they all say that. We'd rather you'd come and see them growing and be convinced. Strafford is only a few miles out of Philadelphia. Write, wire or phone. **ALFRED M. CAMP-BELL**, 1510 Sanson St., Phila.

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Elizabeth	pale lavender	4.00
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Honorabilis	popular yellow	2.00
Khedive	lavender, orange beard	4.00
Pallida Speciosa	dark lavender	3.00
Panchures	smokey shade	3.00
Queen of the Gypsies	purplish red	3.00
San Souci	canary and brown	2.00
Mixed	all colors	2.00

J. K. ALEXANDER,
East Bridgewater, Massachusetts.

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Having a larger supply of many varieties than formerly, I am making a liberal reduction to the trade. Also a large supply of the standard varieties. Gertrude, Her Majesty and Viscount De Brabant, \$5.00 per 100. Also 12 other varieties at the same price. Mithras and Ulysse, \$7.00 per 100; Rhein Nixe, \$10.00 per 100. Write for trade list and description of my new Irises. **WILLIS E. FRYER**, Mantorville, Minn.

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Wood labels for nurserymen and florists. **THE BENJAMIN CHASE CO.**, Derry Village, N. H.

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For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

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Samples free.

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Violet Culture. Galloway	1.50
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Come to think about it, that word echoes just doesn't fit at all, at all.

An echo is a noise, after the noise has stopped noising.

And you know, and we know that although the noise Duckham and Pierson is making, may not be so loud, still the things they are doing are good and big.

By big, don't exactly mean big houses, and big costs, so much as a uniform bigness.

A bigness that results in such a dependable quality and quantity of roses, that rumor tells of prices uniformly above the market.

When it comes to the houses, and equipment in general, we frankly believe it's one of the very finest things we have done.

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One of the things for which the range is particularly worth visiting is the heating plant.

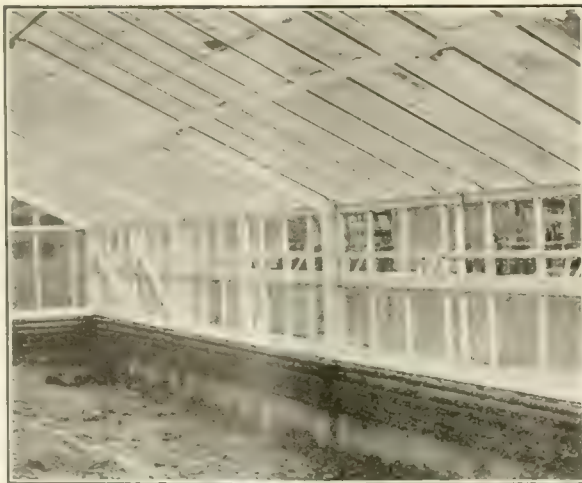
It's entire freedom from pumps, traps and any of the usual complications will open your eyes.

With coal costs what they are, a perfect working gravity system is like the ads. say of Diston's saws: "a mighty handy thing to have about the place."

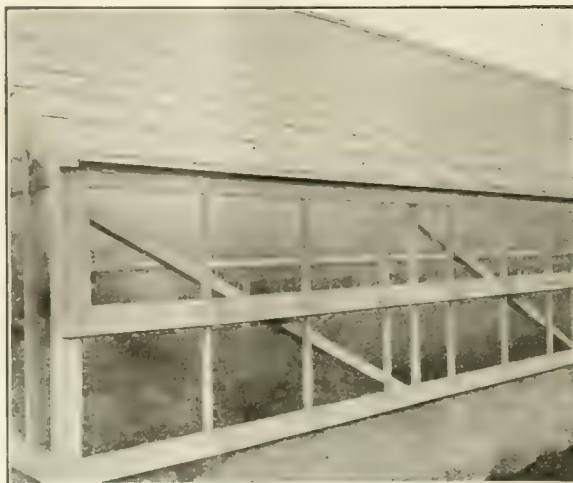
Soon firing time will come around again.

Long before it does, why don't you let us take you over to see this heating?

You may get some ideas that will save you a lot of grief.



The way the wind scots down across the valley is a caution. But the gables are both end and side braced against it.



The other photo shows the side braces from the inside. This one from the outside.

Hitchings and Company

General Offices and Factory: Elizabeth, N. J.

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1170 Broadway

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HORTICULTURE

Vol. XXXII

SEPTEMBER 18, 1920

No. 12

LIBRARY
NOV 1920
BOTANICAL
GARDEN

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We offer for 1920 the three New Roses:—

PILGRIM CRUSADER
and
MRS. JOHN COOK

We want you to know them. May we send you full descriptions? Your request will bring it.

A. N. PIERSON, Inc.
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**SPLENDID QUALITY,
ALL LENGTHS**
Specials \$25.00
Fancy 20.00
Extra 15.00
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BEAUTIES
Can Supply in Quantity.
New Crop.
Excellent Quality.

Also fine stocks Dahlias,
Chrysanthemums, Tritoma-
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Everything in
Cut Flowers, Plants,
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And one or two hundred each of the following varieties:
HOOSIER BEAUTY SUNBURST PREMIER

FERNS

NEPHROLEPIS Victoria (The Victory Fern). A beautiful new crested form of Teddy Jr. 2½ inch pots, \$2.00 per dozen, \$20.00 per 100; 3½ inch, 50¢ each; 6 inch, \$1.00 each; large specimens, 10 inch, \$5.00 each; 12 inch, \$7.50 each.

NEPHROLEPIS Elegantissima Compacta. 3½ inch pots, 50¢ each; 6 inch, \$1.00 each; large specimens, 8 inch, \$2.00 to \$3.00 each; 10 inch, \$4.00 to \$5.00 each; 12 inch, \$6.00 to \$7.50 each.

NEPHROLEPIS Muscosa. 3½ inch pots, 50¢ each; 5 inch, \$1.00 each.

NEPHROLEPIS Superbissima. 6 inch pots, \$1.00 each.

NEPHROLEPIS Dwarf Boston. 6 inch pots, \$1.00 each.

Packing Extra

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Are all pot grown and are in good, shipped without pots:—

BOSTONS and SCOTTII:—

4 inch \$3.60 per doz.	\$25.00 per 100
5 inch 5.40 per doz.	40.00 per 100
6 inch 8.00 per doz.	60.00 per 100

HOLLY FERNS, Cyrtotun Rockfordiaum:—

4 inch \$3.60 per doz.	5 inch \$6.00 per doz.
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BIRDS NEST—5 inch \$1.00 each

TABLE FERNS, assorted—3 inch \$6.00 per 100

COLEUS, Brillancy—3 inch \$4.00 per 100

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Lantanas; Heliotrope; White Swansonia; Coleus;
Moonvines; Salvia; Parlor Ivy; Achyranthus; Ageratum.
3 inch \$3.75 per 100

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WHITE MARSH, MARYLAND

Henry H. Barrows FERN SPECIALIST

Write for Prices.

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Nephrolepis Norwood Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$55.00 per hundred.

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Snow Queen Canna

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Reselected Strains in Seeds
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LAGER & HURRELL, Summit, N. J.

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN.

The Publicity Committee is to meet in Indianapolis on October 12, during the convention period of the Florists' Telegraph Delivery Association. At this meeting plans will be made for additional publicity, and various details in relation to the campaign will be discussed and arranged.

One very important matter will engage the attention of the Committee, and that is the non-fulfillment of the subscription guarantees of a number of subscribers. The committee have, all along, been hampered in their plans, because of money expected not being available. The secretary has a bunch of guarantees which have no negotiable value, and unless those who made them will honor them, they only serve as reminders of so many broken pledges. Statements were recently mailed to all these delinquents, but the response would hardly seem to have warranted the postal expense. It is hoped that these obligations will be discharged before the committee meets, as the list of them will not make pleasant reading.

It should be a pleasure for every florist, as well as a duty, to subscribe to our campaign fund. There is absolutely no doubt as to the benefit which has, so far, been accomplished. Many of us remember what Mr. Latshaw told us, in Cleveland, the raisin producers had accomplished through their magazine publicity. He said: "The raisin growers were unable to market their entire crop, even at most unsatisfactorily low prices—ruinously low in fact. The per capita consumption of raisins per year in this country at that time was one pound. The problem was to increase the consumption of raisins. The Raisin Association did it with a national magazine educational campaign. They purchased beautiful color pages illustrating luscious raisin desserts that made the reader's mouth fairly water in anticipated delight. They suggested to the housewife new, better and more profitable ways to use raisins. And as a result, in three years they raised the consumption of raisins to three pounds per capita. The price for raisins today, while low, is satisfactory, and instead of there being thousands of tons to carry over, the crop is thousands of pounds short."

All we need is that the florists enthruse a little in this publicity work.

HYACINTHS TULIPS NARCISSUS CROCUS

Catalogue and Special Prices
on Application

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

SUPREME BRITISH SEEDS

Get our prices for delivery from
1920 Harvest on all lines of
GARDEN and FARM ROOT
SEEDS.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

Cables: "Kelway Langport."

PAPER WHITES, LILIES, TULIPS, HYACINTHS, NARCISSUS and OTHER FALL BULBS

Write for prices

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BOBBINK & ATKINS NURSERYMEN, FLORISTS, PLANTERS RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES shipped now or later from cold storage from New York, Denver, Chicago and London (Canada).

FOR FALL SHIPMENT
VALLEY PIPS, for forcing. Holland and German type. Shipment from New York.

FOR IMMEDIATE SHIPMENT
BAMBOO STAKES
Natural and Green in all sizes—both domestic and Japanese.
Write for prices stating your requirements.

McNUTCHISON & CO. 95 Chambers St.
NEW YORK

We used to point with pride to the florists as being remarkably generous body of men, yet we find that their generosity was outside of their calling—they certainly are not showing much generosity to themselves, if we are to judge by the general contributions to the fund. Mr. Latshaw said truly: "Comparatively few have borne all the expenses up to the present. But the benefits have been shared by all. When you, as a whole, understand the problem before you, and the opportunity, and realize that you have a practical method for solving that problem, and improving the opportunity, surely then, no man would be such a cheap skate and a piker as to wish to benefit and ride on the shoulders of his fellow florists who pay his bills for him."

NEW SUBSCRIPTIONS

The following subscriptions are in addition to those previously announced; annually for four years unless otherwise stated:

J. A. Axel, San Francisco, Cal. (1 yr.)	\$25.00
Augusta Flower Shop, Augusta, Me.	5.00
Ernest Saunders, Lewiston, Me. (1 yr.)	10.00
T. D. Smedley, Waterloo, Ia. (1 yr.)	10.00
Peter Hochel, Baldwin, L. I. (add'l 1 yr.)	3.00
Mrs. Sam Browne, Tyler, Tex. (add'l 1 yr.)	7.50
Bees Limited, Liverpool, Eng. (1 yr.)	50.00
Miss E. Patterson, Burlington, Wis.	10.00
Underwood, Columbus, O. (add'l 1 yr.)	5.00
Miss Irene Hayes, New York City	5.00
Henry Fuchs, Louisville, Ky. (add'l 1 yr.)	5.00
S. S. Pennock, Washington, D. C. (add'l 1 yr.)	109.45
Frank Tenfel, Menama, Alaska	5.00
D. A. Pugh, Mishawaka, Ind.	15.00
Oscar H. Wills, Bismarck, N. D. (1 yr.)	25.00
B. G. Fanning, Norwalk, O.	5.00
Frederick Flower Shop, E. Pitts- burgh, Pa.	5.00
Broadway Music Co., New York City (1 yr.)	302.86
Carl Hagenburger, West Mentor, O. (add'l 1 yr.)	25.00

The following subscriptions were received at the convention of the Texas State Florists' Association in July, 1920, Fort Worth, Texas. Total of subscriptions to amount to \$1,000.00.

Thomas J. Nolan, Scranton, Pa. (1 yr.)	\$10.00
W. R. Cunningham, Ft. Worth, Tex. (1 yr.)	10.00

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail **NORTH ABINGTON, MASS.**

PLEASE YOUR CUSTOMERS
by furnishing them with
**Framingham Evergreens, Trees,
Shrubs and Roses**
FRAMINGHAM NURSERIES **Framingham, Mass.**

We Have on Hand the Largest Stock of
BOXWOOD All Shapes
RHODODENDRONS Parsons' Hardy American Seedlings

1,000 BAY TREES All Sizes

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N. F. McCARTHY CO., Props.

Nurseries: "MONTROSE"
Wakefield Center, Mass. Office and Salesroom: 112 Arch St.
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Geo. Verhaalen, Terrell, Tex. (1 yr.)	10.00	Baker Bros., Ft. Worth, Tex. (add'l 1 yr.)	35.00
C. P. Brewer, Terrell, Tex. (1 yr.)	5.00	H. O. Hannah & Son, Sherman, Tex. (add'l 1 yr.)	25.00
Mrs. W. A. Philpot, Bowie, Tex. (1 yr.)	10.00	Drumm Floral & Seed Co., Houston, Tex. (add'l 1 yr.)	25.00
Fred Timm, Dallas, Tex. (1 yr.)	10.00	Donnelly Floral Co., Wichita Falls, Tex. (add'l 1 yr.)	25.00
Mrs. A. M. Cullock, Clarksville, Tex.	10.00	H. Kaden, Gamsesville, Tex. (add'l 1 yr.)	10.00
Hendrix & Gloss, Fanersville, Tex. (1 yr.)	10.00	Pittsburgh Cut Flower Co., Pitts- burgh, Pa. (add'l 1 yr.)	25.00
J. Jonnis, Cleburn, Tex. (1 yr.)	10.00	Jas. W. Begbie, Shreveport, La. (add'l 1 yr.)	35.00
Quality Flower Shop, Waco, Tex. (1 yr.)	10.00	Wise, Adklisson, Greenville, Tex. (add'l 1 yr.)	25.00
Mel. L. Webster Co., Waco, Tex. (1 yr.)	10.00	American Bulb Co., Chicago, Ill. (add'l 1 yr.)	25.00
Houston Floral Co., Houston, Tex.	25.00	Lord & Burnham Co., Chicago, Ill. (add'l 1 yr.)	25.00
Wolfe, the Florist, Waco, Tex. (1 yr.)	25.00	Brownwood Floral Co., Brownwood, Tex. (add'l 1 yr.)	15.00
Goree Greenhouses, Paris, Tex. (1 yr.)	10.00	Hyde Park Floral Co., Austin, Tex. (add'l 1 yr.)	12.50
Wichita Floral Co., Wichita Falls, Tex. (2 yrs.)	25.00	Texas Nursery Co., Sherman, Tex. (add'l 1 yr.)	25.00
Mrs. M. Robinson, Paris, Tex. (1 yr.)	5.00	Brownwood Floral Co., Brownwood, Tex. (add'l 1 yr.)	25.00
Mrs. Annie Dunlop, Emis, Tex. (3 yrs.)	5.00	Carroll Florists, Houston, Tex.	25.00
W. B. Green, Ft. Worth, Tex. (1 yr.)	10.00	Mrs. M. O. Neuman, Paris, Tex. (3 yrs.)	5.00
H. W. Schaefer, Dallas, Tex. (1 yr.)	10.00	E. Friedreich, Austin, Tex.	5.00
Mrs. D. D. Strong, Clarksville, Tex. (1 yr.)	5.00	Greenwood Floral Co., Ft. Worth, Tex. (2 yrs.)	25.00
L. Carrell, Fort Watt, Tex. (1 yr.)	10.00		
Kerr the Florist, Houston, Tex. (add'l 1 yr.)	35.00		
W. E. Pitt, Ada, Okla. (1 yr.)	10.00		
Lang Floral Co., Dallas, Tex. (add'l 1 yr.)	25.00		

"FRANK H. DUNLOP"

We are now catching up with our orders, and now offer for immediate delivery:

5000 F. H. Dunlop, 2½ in. own root, per 1000	\$300.00
3000 F. H. Dunlop, 2½ in. grafted, per 1000	375.00
5000 Columbia, 2½ in. own root, per 1000	150.00
1000 American Beauty, 4 in. own root, per 1000	200.00
1100 Hoosier Beauty, 3 in., per 100	15.00
300 Maryland, 3 in., per 100	15.00

CHARLES H. TOTTY COMPANY

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OBCONICA

CHINENSIS

MALACOIDES

OBCONICA, Separate colors or mixed

CHINENSIS MIXED. 2 1/4 inch pots, \$7 per 100; \$60 per 1,000.

Ready Now. Raised from Selected Seed

CINERARIA, Half Dwarf Mixed, 2 1/4 inch pots, \$7 per 100; \$60 per 1,000.

L. J. REUTER CO. *Plant Brokers* 15 Cedar St., WATERTOWN STA.
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Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

Mrs. W. H. McNaughton, Palestine,
Tex. (1 yr.) 10.00
Roll Zeltitz Co., Dayton, O. (1 yr.) 100.00

Previously reported \$1,435.31
Total 44,822.20

..... \$16,257.51
JOHN YOUNG, Secy.

43 West 18th street, New York City.

NATIONAL ASSOCIATION OF GARDENERS

Annual Meeting Held at St. Louis—
Much Important Business Transacted—
New York Selected for Next Convention.

The annual convention of the National Association of Gardeners was held at the Hotel Marquette, St. Louis, Sept. 14-16, and much important business transacted.

Dr. Moore, director of the St. Louis Botanical Garden, welcomed the visitors.

W. N. Craig, of Boston, in his report of the Quarantine Committee, announced that a committee of country estate owners had been organized to support the association in its attempt to secure modifications of the Federal Horticultural Board's drastic rulings. The work of the committee was endorsed and the committee authorized to proceed in its labors. Those present took the stand that as Americans they stood for all things American, although with safety first in all that concerns the country.

It was voted to start a countrywide propaganda to create public sentiment against signboards and to interest national advertisers in the matter so as to keep them from desecrating the highways.

In the course of the convention a reception and a largely attended banquet was held. The delegates visited the floral display houses of the Botanical Garden, and on Thursday listened to an address by J. Horace McFarland

of Harrisburg, Pa., who was the association's luncheon guest. Many of the fine estates around St. Louis as well as the Park System were visited, and on Thursday evening there was a barbecue at Forrest Park.

On Wednesday, the following officers were elected: President, W. N. Craig, Faulkner Farm, Brookline, Mass.; Vice-president, George H. Pring, St. Louis, Mo.; Treasurer, Peter Duff, Orange, N. J.; M. C. Ebel, Madison, N. J. was reelected Secretary.

BOSTON

Patrick Welch has returned from his summer spent at Old Orchard, Maine, looking very fit. He says that he had a splendid vacation and is in fine shape for a hard season's work.

The first meeting of the Gardeners' and Florists' Club of Boston for the season will be held at Horticultural Hall, Tuesday evening, Sept. 21.

There was an excellent exhibition of flowers at the Waltham Fair, and several florists in that section took a prominent part, among them being E. Allen Peirce and Frank Edgar. Henry Stewart also did much to make the show a success.

John K. M. L. Farquhar is expected home any day from his summer in Europe. He sailed from Havre early in the month.

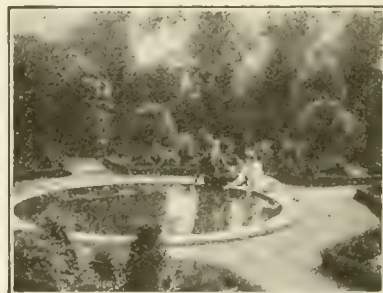
After working for several years in New York, Frank Deery is again connected with Thos. F. Galvin, Inc.

ASPARAGUS PLUMOSUS, 8 inch, \$80.00 per 1,000.

VERONA FERNS, 2 1/4 inch, pot bound, fine plants, \$55.00 per 1,000, \$6.00 per 100.

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92nd and 1st Ave. BROOKLYN, N. Y.



BOX-BARBERRY BORDERED GARDEN

MAKE A LEADER OF

BOX-BARBERRY

IN YOUR 1921 Cat.

Many of the leading firms already have booked with us for their stock.

Write for Terms

Send for Folder

Fifty Opinions on BOX-BARBERRY

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.

NEW HAVEN, CONN.

Let us quote you special prices on choice quality DAGGERS and FANCY FERNS during September.

HAMILTON BROTHERS

Millington -- -- -- Mass.

HORTICULTURE

Vol. XXXII

SEPTEMBER 18, 1920

No. 12

THE TALK OF THE TRADE

When I heard of the severe hail-storm that struck the green-houses and truck gardeners outside of Providence, I was very much inclined to think that reports were exaggerated, but it was a mighty unpleasant trip that I made down there to look over the plants that were wrecked. From Roger Williams Park out through Auburn before I got into the greenhouse and truck gardening section, it was plainly evident that a mighty severe storm had swept through. Trees in some places were stripped bare of leaves, others, depending upon the variety, were cut in ribbons, and in the Park and along the green stretches by the sides of the avenue men were working raking up the leaves, trimming trees that had been badly broken and clearing away the debris. Block after block of dwelling houses on the west side plainly showed the effects of the storm, as probably 80 per cent of the window lights were smashed out entirely. Awnings were torn into ribbons and I knew plainly before I got out to the greenhouse section that there was little to hope for in the way of glass left standing.

I visited personally only one place, namely the Budlong Rose Company, and when I tell what happened there it will serve to tell what happened to such other places as the greenhouses of J. E. Koppleman, rose growers, Edgar L. Nock, orchid grower, who estimates his loss from \$40,000 to \$50,000, also the Potter Farm which specializes in pansies and estimate a loss of 200,000 plants and all the glass over them. Other market gardeners lost every bit of stock that was out in the fields. The big Budlong range was stripped practically bare of glass. The storm came from the west, starting at 9.45 a. m. and by 10 o'clock the work of destruction was complete. On the northern side of the houses there isn't a pane of glass left; on the south side, here and there one may find one, two or three lights scattered along. The carnation houses were stripped and broken down so that they are absolutely useless. Of course the rose plants in the houses were badly cut and broken, but they will come along again as soon as they are covered in and started up. Mr. Budlong

estimates a financial loss of \$250,000. The unfortunate part of the entire affair is that not one of the growers, either outdoors or under glass, carried any insurance.

It will take not less than 8,000 boxes of glass to cover in those houses, which he will start up as soon as he can. Every bit of glass that was available anywhere nearby in the East was immediately bought up and hustled over the road by truck, and as is usual with the Budlong Rose Co., not a minute of time was wasted. When I got there Tuesday a big force of men were already glazing and closing in the houses. House after house was covered with roofing material of all kinds and everything possible was being done to save the stock from any greater harm than is necessary.

I understand that the American Plate & Window Glass Co. have instructed several factories to go on to 16 x 24 greenhouse glass entirely and that Providence has priority shipment on all glass coming into the East. Two carloads of glass left Pittsburgh by express Monday night attached to a passenger train, and this glass with what was picked up in the East will keep the big force of men going until further stock will come in, but it is

a wicked sight to see the ruin not only under glass but in the field. One hundred and fifty acres of Mr. Budlong's vegetable crops were an entire loss. Line upon line of lima beans in frames, and acres of carrots, beets, peppers, egg plants and crops of a like nature were an entire loss.

Even the stock that was in the ground will not be fit for market as it had not reached maturity, being late vegetable crops. They were sending into the market beets and egg plants to the amount of one thousand dollars per day, and every bit of this stock is wiped out. Furthermore, an excellent crop of potatoes had been dug and were lying on top of the ground. The hail cut them up so badly that they are only fit for hog feed now.

Before this article is in the hands of our readers, however, some of the houses will be closed in. No time is being wasted and the plant will start up piece by piece just as fast as it can be covered. All the growers hit by the storm in that vicinity have the sympathy of everyone in the trade, and any help that can be offered is being cheerfully sent in from all directions.

A surprising development in the way of lilies is the latest report that the crop is going to be unusually short. This applies not only to gi-



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Amygdalus Chinensis albo-plena, 3-4 ft.35	Philadelphus Grandiflorus, 3-4 ft.25
Amygdalus Chinensis rosea plena, 3-4 ft.35	Philadelphus Grandiflorus, 4-5 ft.30
Aronia Arbutifolia (Pyrus), 3-4 ft.25	Rhodora Canadensis, 2-2½ ft.30
Bignonia Radicans, 3-4 ft.25	Rhodotypus Kerrioides, 3-4 ft.25
Bignonia Sanguinea Praecox, 3-4 ft.25	Sambucus Racemosa, 3-4 ft.20
Calycanthus Floridus, 3-4 ft.30	Sambucus Racemosa, 4-5 ft.30
Cephalanthus Occidentalis, 3-4 ft.30	Spiraea Anthony Waterer (extra), 2-3 ft.20
Clethra Alnifolia (heavy), 2-3 ft.20	Spiraea Anthony Waterer (heavy), 3-4 ft.30
Clethra Alnifolia (stock), 3-4 ft.30	Spiraea Opulifolia, 6-7 ft.35
Cornus Alba (Siberian), 4-5 ft.25	Spiraea Opulifolia Aurea, 6-7 ft.35
Cornus Alba (Siberian), 5-6 ft.35	Spiraea Prunifolia, 4-5 ft.40
Cornus Stolonifera, 5-6 ft.30	Spiraea Van Houttei, 3-4 ft.25
Cornus Stolonifera Aurea, 4-5 ft.30	Spiraea Van Houttei, 4-5 ft.30
Cornus Alba Spaethii, 3-4 ft.30	Symphoricarpos racemosa, 3-4 ft.20
Deutzia Crenata fl.-pl., 4-5 ft.25	Symphoricarpos Vulgaris, 3-4 ft.20
Deutzia Crenata magnifica, 4-5 ft.40	Syringa Vulgaris, 4-5 ft.40
Forsythia Intermedia, 4-5 ft.20	Syringa Vulgaris, 5-6 ft.60
Forsythia Intermedia, 5-6 ft.25	Vaccinium Corybosum (clumps), 3-4 ft. (extra heavy) 1.00
Forsythia Viridissima, 4-5 ft.20	Viburnum Cassinoides (clumps), 4-5 ft.40
Hamamelis Virginiana, 3-4 ft.40	Viburnum Dentatum, 3-4 ft.25
Hydrangea Paniculata Grandiflora (standard), 2-4 ft.50	Viburnum Lentago, 3-4 ft.30
Hydrangea Paniculata Grandiflora (standard), 4-5 ft. (extra heavy)60	Viburnum Tomentosum, 3-4 ft.30
Lindera Benzoin, 2-3 ft.25	Weigela Anabillis, 4-5 ft.25
Lonicera Morrowii, 4-5 ft.25	Xanthorrhiza Apifolia (clumps), 18 in.50
Lonicera Tatarica, 4-5 ft.25	
Periploca Graeca, 3-4 ft.20	

A. N. PIERSON, Inc.
CROMWELL, CONN.

... particularly to Azores and longiflorus. In many cases at the present time large sizes are entirely sold, and only small sizes are being offered.

Contrary to what everyone expected, field-grown carnations are showing up much more plentiful and prices are consequently unsteady. It would seem from present indications that some of the growers held their stock at too high a price, and now there is more

or less of a scramble to get out from under. Some varieties are in heavy supply. Of course we expected Matchless to be plentiful but there is a lot of stock of Enchantress Supreme, White Wonder, White Perfection and Beacon so any grower who hasn't fine heavy stock of his own for planting had better double up on them and buy good stock, as there is enough to go around and it will certainly pay better to start out with beds well filled and be sure of good results.

New Violet "Duchess"

This is a great improvement on Princess of Wales—Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

It will pay you to go in for DUCHESS. And DO IT NOW—before this fine lot is all grabbed up. We offer Large field grown clumps of DUCHESS, and the other two as follows:

	100	1000
DUCHESS	\$15.00	\$120.00
LADY CAMPBELL	12.00	100.00
PRINCESS OF WALES	10.00	95.00
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White Callas (Aethiopica)

CLEAN, HEALTHY BULBS

	Doz.	100	1000
1¼ to 1½ in. diam.	\$1.25	\$8.00	\$75.00
1½ to 1¾ in. diam.	1.75	12.00	110.00
1¾ to 2 in. diam.	2.25	16.50	150.00
2 to 2½ in. diam.	2.75	20.00	180.00

Godfrey Everblooming Calla

A popular variety for either cut-flower or pot plant sales. Excellent for design work.

	Doz.	100	1000
First size, 1 inch diam. up.	\$1.75	\$12.00	\$110.00
Mammoth, 1½ inch diam. up.	2.00	13.50	125.00

Narcissus

PAPER WHITE GRANDIFLORA

We handle only the improved true type which produces the large flowers.

	100	1000
First size, 13 ctm. up (1250 bulbs in case)	\$2.75	\$21.00
Monster Bulbs, 14 ctm. up (1000 bulbs in case)	3.00	25.00

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3500 Ward	15.00	125.00
100 Benora	15.00	
1000 Bernice	18.00	

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DAHLIA SHOW AT BOSTON

There was an excellent dahlia show at Horticultural Hall, Boston, last Saturday and Sunday, and seldom has the hall looked more attractive at these so-called small shows. This is because of the new policy of showing foliage with the flowers. There were many amateur exhibitors, but of course the most extensive displays were made by commercial growers, like J. K. Alexander and Fottler, Fiske, Rawson Co. Both of these growers had elaborate exhibits, very well staged. In addition to 700 varieties of dahlias shown, Mr. Alexander had 150 gladioli. A new colossal dahlia, crimson purple in color, called the J. K. Alexander, excited considerable comment. Thomas Murphy of Peabody, Mass., showed some excellent seedling dahlias, some of them not yet named.

Mr. John Hays Hammond was notable for his gladiolus exhibit. Albert C. Burrage, of Beverly Farms, had an interesting display of orchids, including some rare specimens from the Philippines. Arthur N. Cooley, of Pittsfield, Mass., exhibited Laelia-Cattleyas imported from England. From the Edwin S. Webster estate at Chestnut Hill, Peter Arnot, gardener, came a splendid exhibit of Celosias.

AWARDS FOR FLOWERS.

Josiah Bradlee Fund. Dahlias Show and Fancy, twelve blooms, named varieties: 1st, C. Louis Alling; 2d, S. R. Loker. Cactus Twelve blooms, named varieties: 1st, C. Louis Alling; 2d, Alfred E. Doty. Decorative—Twelve blooms, named varieties: 1st, A. M. Hayden; 2d, A. F. Story. Peony-flowered, twelve blooms: 1st, C. Louis Alling; 2d, T. J. Murphy. Pompon, twelve vases: 1st, C. Louis Alling; 2d, Alfred E. Doty. Largest and best collection of named varieties: 1st, C. Louis Alling; 2d, T. J. Murphy. Wild Flowers—Collection: 1st, Helen E. Knight; 2d, Mrs. F. C. Upham; 3d, Henry L. F. Nabert.

Gratuities: Boston Cut Flower Co., display of Dahlias and Gladioli; J. K. Alexander, display of Gladioli; D. R. McLean, table of Hybrid Tea Roses; E. A. Clark, group of plants and cut Roses.

Silver Gift Medal: Albert C. Burrage, group of Vanda Sanderiana

Silver Medal: J. K. Alexander, comprehensive display of Dahlias; Fottler, Fiske, Rawson Co., artistic display of Dahlias and Gladioli; Arthur N. Cooley, Cattleya Thebes var. Britannia.

First Class Certificate of Merit: Edwin S. Webster, group of Celosia Pride of Castle Gould; Arthur N. Cooley, Cattleya Lanthus aurea

Honorable Mention: Joseph Brock & Sons Corporation, display of Dahlias; S. R. Loker, collection of Seedling Dahlias; T. N. Snow, collection of Seedling Dahlias; Breck Robinson Co., Gladioli and Cannas.

AWARDS FOR FRUITS.

Benjamin V. French Fund, No. 1. Apples—Gravenstein, twelve specimens: 1st, Hillcrest Gardens; 2d, George V. Fletcher. Maiden Blush, twelve specimens: 1st, Oliver Ames; 2d, Faulkner Farm. Porter, twelve specimens: 1st, George V. Fletcher; 2d, Hillcrest Gardens.

Marshall P. Wilder Fund. Pears—Bartlett, twelve specimens: 1st, Mrs. Elbridge Torrey; 2d, Oliver Ames. Clapp's Favorite, twelve specimens: 1st, Mrs. Elbridge Torrey; 2d, George V. Fletcher. Any other variety, twelve specimens: 1st, Faulkner Farm. Worden Seekel; 2d, Edward B. Wilder, President.

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20	18 in.	3.65	39.60	322.30
30	16 in.	2.60	28.60	220.00
40	14 in.	2.10	23.05	187.00
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60	10 in.	1.00	10.90	85.25
70	8 in.	.85	8.80	67.10

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Theodore Lyman Fund, No. 1. Peaches—Champion, twelve specimens: 1st, George V. Fletcher. Plums—Japanese, twelve specimens: 1st, Oliver Ames; Satsuma, Any other type, twelve specimens: 1st, Oliver Ames. Lombard; 2d, Oliver Ames. May's Green Gage. Collection, four varieties, twelve specimens each: 1st, Oliver Ames.

John S. Farlow Newton Horticultural Society Fund. Grapes—Foreign, two bunches black: 1st, George F. Stewart (gardener to Arthur Lyman). Black Hamburg. Foreign, two bunches white: 1st, George F. Stewart. Muscatelle.

Samuel Appleton Fund. Melons—Solomon Flesh, three specimens: 1st, Hillcrest Gardens.

AWARDS FOR VEGETABLES.

Benjamin V. French Fund, No. 2. Beans—String, fifty pods: 1st, D. R. McLean;

2d, Faulkner Farm. Lima, fifty pods: 1st, Hillcrest Gardens; 2d, Arthur Urquhart. Horticultural Shell, fifty pods: 1st, Oliver Ames. Celery, four heads: 1st, Hillcrest Gardens. Golden Self Bleaching; 2d, Hillcrest Gardens. White Plums. Onions, twelve specimens: 1st, Oliver Ames. Ailsa Craig; 2d, Arthur Urquhart. Peppers, twelve specimens: 1st, Oliver Ames. Ruby King; 2d, Hillcrest Gardens. Sweet Mountain. Potatoes, twelve specimens: 1st, D. R. McLean. Early Rose; 2d, D. R. McLean. New Queen. Squash—Marrow, four specimens: 1st, D. R. McLean. Long White; 2d, D. R. McLean. Long Green. Sweet Corn—White, twelve ears: 1st, Faulkner Farm. Stowell's Evergreen; Yellow, twelve ears: 1st, Faulkner Farm. DeLue's Golden; 2d, D. R. McLean. Collection of Vegetables, twelve varieties, arranged for effect: 1st, D. R. McLean; 2d, Hillcrest Gardens; 3d, Faulkner Farm.

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Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

We heard recently of a prominent nurseryman who had accumulated a large stock of *Diervilla florida venusta* for which he could not find a market. He has threatened to dig out a large proportion of them and throw them on the rubbish pile. This is one instance of the conditions which lead nurserymen to say oftentimes that it is impossible for them to go in heavily on novelties because they cannot get their money back, owing to the lack of interest on the part of the public. *Diervilla florida venusta* is one of the handsomest Weigelas that grows. It has been recommended for several years by the Arnold Arboretum, and always attracts attention when in flower there. Yet the public ignores it and goes right on buying the older but inferior kinds.

Obviously some of the strictures to which the nurserymen have been subjected on the part of advanced garden makers who are always on the lookout for new things have not been entirely warranted. It is true that a certain number of buyers welcome novelties, and give credit to the nurserymen who produce them; but this number is very limited compared with the great mass of people who keep the nurserymen going from year to year.

Now it is a question whether some sort of plan could not be devised by which nurserymen having a surplus of any kind of novelty might bring it to the attention of the public in such a way as to awaken interest in it. It would seem as though the Nurserymen's Association might help in this matter. Suppose that each member of the association should report to the secretary that he had a certain number of plants not commonly known for which he had not been able to find a market. Possibly the secretary might find buyers among other nurserymen so that the stock would be fairly well distributed, and then start an advertising campaign which would emphasize especially the value of these particular offerings. Articles about them, with photographs, might easily be given a place in different publications. If certain definite novelties are brought before the buying public in such a way as to arouse its curiosity or cupidity, sales are certain to result.

It may be argued that the returns will not be enough

to warrant this special effort and expenditures, but isn't it true that a campaign of this kind would be of lasting value in educating the public so that it would accept new things more readily in the future. At any rate, any advertising of this kind is certain to be of value in the long run, for it is the kind of publicity which excites interest and comment. As conditions are now, some kind of effort is necessary to bring about a closer relationship between the buying public and the nurserymen in such a way as to encourage the latter to accumulate stocks of the most worthwhile new plants which are available. It would seem as though the nurserymen's association might serve as a kind of clearing house in this respect.

If flower shows were intended only for scientific purposes, and were expected to be attended only by experts and experienced growers,

it might be well enough to arrange the blooms in bottles in long rows on bare tables, without any attempt at decorative effects. The fact is, though, that flower shows as a rule are aimed to give pleasure and satisfaction to the general public, including a large number of amateurs who know little about the technical end of the undertaking, but who find real joy in beautiful flowers and growing plants. That being the case, it has been obvious enough that a flower show ought to be staged in such a way as to make a favorable impression upon the senses. With this point in mind, it is possible to have an exhibit which shall receive the applause of the multitude (and they must be considered) and yet serve the interests of professional growers and the expert amateur.

In the past many of the shows, especially those devoted to such flowers as the peony and the dahlia, have been very drab in their general effect. Those in charge of the shows at Horticultural Hall, in Boston, have decided upon a new policy, and the effect was most marked at the dahlia show last week. On that occasion, practically all of the dahlias were arranged with their own foliage. That is, each flower instead of being displayed alone was set off by a background of leaves. This experiment was exceedingly satisfactory. The whole appearance of the hall was altered, and while much praise of the arrangement was heard, not a word was offered in criticism. There seems to be no reason why this experiment should not be carried still further. It is not at all difficult to arrange a background for extensive exhibits which will double their decorative value. Gardeners are still talking about the exhibit made some months ago by Mr. Butterworth, of Framingham, when he exhibited a large number of orchids arranged against a background of evergreen boughs. It is to be hoped that this plan of using the shows not merely to exhibit specimens but to create an atmosphere of floral beauty will be continued. The results so far justify all that has been done in this direction.

Florists everywhere extend their sympathy to the victims of the recent hailstorm in and around Providence, R. I. It would seem as though the elements have been on the rampage

all over the country this year. Only a few weeks ago a hurricane did a tremendous amount of damage in Central New York, houses and barns being hurled to the ground and smashed to bits like so many egg shells. There have been hailstorms in the South and the West, and now comes a particularly severe storm in southern New England. The moral of it all seems to be that it is a mistake not to carry at least a certain amount of hail insurance. To be sure, it may not be needed, but when a storm does come, it is a great satisfaction to have your losses made good.

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Flowers Under Glass

This is a good time to be preparing the soil for use on the benches the coming season. If you are wise you have had the compost ready for some time, but it should be turned over and kept well broken up. The only way to get the ingredients properly mixed is to have them chopped finely. When adding bone meal or tankage to the compost, you will find about 50 pounds to a yard of soil the right proportion. You need a compost which will heat enough to kill the larvae of insects that might do damage later on.

Field-grown hydrangeas should be lifted about the middle of the month. It is a mistake often made to lift them too early, before the wood has properly matured, but of course the time for doing the work varies with the location and climatic conditions. As soon as the plants have been potted up, give them a good watering and place them in an open situation out doors until the weather gets dangerously cold. You can rest hydrangeas to advantage in a good cool cellar, but must be sure the frost does not reach them, and they must not be allowed to become bone dry, which means that you will need to look at them every two or three weeks.

The best way to get good sweet peas for winter market is to grow them in solid beds, although benches are often used. With the solid beds the plants get a deeper root, and the roots are kept cooler and more moist than when raised benches are used. It takes a lot of feeding and watering to keep bench peas growing properly for a long season. You can get good results with sweet peas by trenching the beds 12 to 18 inches deep, working in a good supply of well decayed cow manure. Don't make the mistake of sowing the seed too thickly, for otherwise you will have to do a lot of unnecessary thinning. Have your plants stand two or three inches apart in the rows. While planting directly in the rows is a common plan, some growers prefer to use flats filled with sand or fine loam and transplant the seedlings.

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bone meal on your rose benches apply it in the fall and early winter. Although it is a first-class plant food, it is not very rapid in action, particularly if you use the coarser grades, and the roses will not get as much benefit from it as they should if it is applied too late. It is a good plan to put it on just before you apply a mulch, as it will mix well with the manure and will be ready for the roots when they need it.

It is not too soon to begin using liquid manure in early planted rose houses where heavy cutting has been done. Only good cow manure should be used, however, and be sure that the houses are well wet down before it is applied. It is always a good plan to put on clear water first and follow it with liquid manure. Of course you will watch your plants carefully and if they show any signs of becoming soft you will stop using the liquid manure at once, withholding it until the plants are in a condition to use it again.

This is the proper time to lift and pot up Canterbury Bells from the field. You will find seven inch and eight inch pots about right for most plants, but extra large specimens will need eight inch or ten inch pots. Use a good compost and keep the plants out of doors in a sunny place until frosts come, when you should put them on a bed of ashes in a cold frame. Even then they will stand some exposure to the weather, for a few degrees of frost will do them no harm. During the winter they can be buried in dry leaves in the frames, but can be started in a gentle heat for spring blooming any time after the middle of December. Campanula medium has long been an excellent flowering plant for florists, especially those in the small towns.

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George Watson's Corner

"You in your small corner and me in mine."

Frank A. Ross had a birthday on the 8th inst., and the Inquirer complimented him by putting his picture in the paper. We join our contemporary in wishing him many happy returns. We never thought Frank had so big a forehead; but he laughed at our remark, and said, "Go to —! The camera don't lie."

Howard M. Earl of the Jerome B. Rice Co. was at Hamlin, N. Y. on the 6th inst. en route for Detroit. He expects to be in Philadelphia again about the 20th inst.

There's Jersey beetles around! Ergo-Jersey must be quarantined. All business must stop. Fruit and vegetables and flowers and all other delectable products of bounteous Mother Nature must go to waste—because we are fighting the beetle. Quarantine. That's the only cry! Even fighting the Germans wasn't quite so serious. We could still go on sowing and cultivating; harvesting and marketing—in fact we had to—to keep the boys at the front in fighting trim. But beetles and gypsy moths and things like that! Quarantine. That's the only cure. Talk about Bolshevism. It's not half as crazy as this quarantine craze. They, the Bolsheviks, are only crazy for their own bunch. Quarantine, according to the way Washington works it, is simple lunacy—and will in time bring the country to the verge of absolute Anarchy. Common sense and moderation seems to have vanished entirely from the minds of officialdom. They are rushing to a fall. The only cure seems to be—Abolition for the present Oligarchy! It seems to be entirely independent of party control, or the voice of the people. An absolute monarchy in a democratic country!

When you meet a flower grower these early September days and ask him about roses or other flowers—you ask him what he's growing, and so on. All you get out of him is a dissertation on coal. My Lord! What are we going to do about coal. The getting of it. Awful! The price of it. Worse! Coal. Nothing but coal, coal, coal. However, the fever will pass in a month or two, as it always has, and then we'll get some sense out of him

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NEW COLORED FREESIAS, "General Pershing" (lavender pink), "Viola" (violet blue)—each per 1,000, \$40.00; choice mixed colors, 1,000, \$35.00.

VAUGHAN'S PURITY (three-eighths to one-half inch, 1,000 \$8.00.

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It produces enormous sweetly scented spikes of reddish-green flowers, which are greatly in demand for cutting.

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besides his "saying it with coal." Very unpoetic!

Speaking, however, in a more serious vein about the coal situation, here is an interesting clipping from a daily paper which covers a phase of the situation we seldom hear of and which is worth thinking over:

"It is to be hoped that the Government will take prompt notice of the fact brought out by the disgruntled mine workers that the anthracite operators raised the price of coal on April 1 in anticipation of the recent raise in wages, and that they will have, after paying the wage award, about \$22,000,000 in surplus profits.

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SAID WITH FLOWERS

By Mrs. Lion Roberts

Lewis Benton stretched himself with a weary sigh and ran his hand through his curly brown hair. He looked with tired satisfaction at the pile of papers on his desk, in his gray eyes the contented light of work well done.

"It's been a hard week," he muttered, "but I've caught up again now. Well, it's Saturday afternoon and I guess I'll take a holiday. I told Bella I'd sure be home early today and take the children out, but I guess I'll call it off."

In the theatre, crowded with people enjoying their half-holiday, Lewis watched and laughed and forgot his business worries.

"That's a pretty thing," he murmured as a quartet of flower-laden girls tripped on to the stage.

"They can sing," he thought as their sweet young voices sang the old-time melodies, while the quaint hoopskirts festooned with flowers swayed back and forth in sedate minuets and graceful waltzes.

At the hearty encore they smilingly returned, bringing large flower-filled baskets on their arms, tossing roses on the stage as they sang a tender little love song:

"The rose will tell that you love her dearly,

The violets that you love sincerely,

The lily speaks of devotion

With love as deep as the ocean—

Each little flower will tell that you love her."

Over and over, as the quartet glided away, came the chorus, first loudly and then softly and hauntingly:

"Say it with flowers, the fairest that grow—

They'll bear a message from you.

Say it with flowers—

Tulips, carnations and violets, too—

Say it with flowers."

The lights and people faded away and suddenly Lewis saw again the square hall of the big, old church in the little town of his boyhood, on a drowsy Sunday morning. He saw himself standing at the foot of the stairs waiting for Bella. She came down slowly, her fair hair shining in

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taken from the consumers' pockets. Are they to be allowed to keep it?

The Dreer windows on Chestnut street have been very interesting the past week with a fine display of outdoor flowers, twenty-five or thirty big vases, every day, all accurately and distinctly named—so that the passer-

by receives a lot of valuable, interesting information, otherwise not easily attainable. Delphinium, Helianthus, Helenium, Eupatorium, Veronica, Solidago and many other families, are represented in several varieties of each. Conspicuous in the display are the blue and rose perennial asters, (Nova Anglaecoruleum and roseum).

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the noontime sun, her blue eyes sweetly serious as she listened to the white-haired lady at her side.

When they reached Lewis the little old lady shook a playful finger at him as she twinkled, "Did you hear that sermon, young man? Don't wait until people are dead to bring them flowers. Your sweetheart will need them all her life; flowers of tenderness and kindness as well as roses that match her cheeks and forget-me-nots to match her eyes." Then she had chuckled at the young man's embarrassed face and the young girl's blushes as she walked away.

"Say it with flowers." How long had it been since he had brought Bella any of her beloved carnations? How long since he had heard her delighted cries as she buried her face in heart-refreshing roses?

Lewis sighed and came back to the present. He had lost his taste for the show and glanced idly around him. He saw women in furs with big bunches of violets, girls in silk with arbutus tucked in their coats, women with white hands and flashing jewels, girls with sparkling eyes and rosy cheeks.

"Bella is as pretty as any of them," he thought with pride. "In spite of her hard work she has kept her hands white and her hair lovely and when she's dressed up she looks good enough to go anywhere."

"Say it with flowers." Lewis stirred restlessly as he thought of his desertion that afternoon, the many nights that business had kept him working late and the Sundays he had been called away, leaving lonely hours for his wife and the children.

"Say it with flowers,"

"Yes, I will," he said half aloud as he rose and left the building. Straight to his former favorite florist he hurried, his quick, decided step ringing on the pavement as if he was going to meet his sweetheart. He picked out a dozen carnations, pure white and rose-pink, her old favorites as he remembered tenderly.

He ran up the steps whistling cheerily and let himself in, calling his wife's name boyishly.

"Oh, you're home nice and early." cried Bella in pleased surprise as she hurried to greet him.

Lewis waited until she was almost in front of him and then brought the flowers from behind his back.

"Lewis, dear!" Bella exclaimed with shining eyes and radiant face. "What a treat! I haven't seen anything so lovely for years."

The tears came to her eyes as she threw her arm around her husband's neck, and he began to realize how



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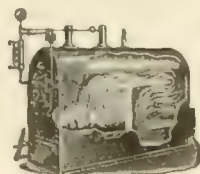
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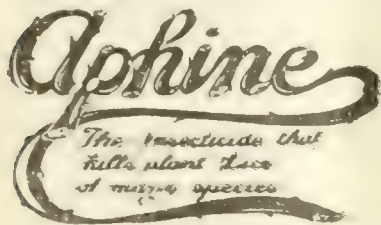
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1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00.

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Dept. S

420 W. Lexington St., Baltimore, Md.

starved for the little ways of love she had been.

"They are coming home with me every week after this, dear," he said gently. I've been a selfish old grind and haven't half shown you how I've appreciated your work and sacrifices. We're going out together too; things don't have the right flavor when I go alone. We'll take the kiddies off for good times every little while, and have some parties at home and be a regular family from now on."

"Oh, yes!" said Bella half laughing and half crying as she buried her face in the cool sweet blossoms, "I'm the most fortunate woman to have you!"

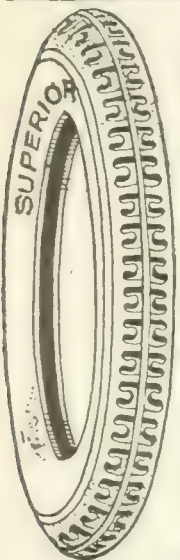
"Humph!" said Lewis as he swung the children up to his shoulders where they shrieked and giggled with glee. "I'm not so sure about that, but I know what it means to me to have you. I don't know how to tell you, so I guess I'll have to 'say it with flowers.'"—*Boston Post.*

ROBS FLORIST WHILE HE FILLS HER ORDER

While Theodore Antos, a florist, of 2980-A Boulevard, Jersey City, was picking out an assortment of American Beauties for a blonde lady, aged about 25, with bobbed hair and a beauty spot on her left cheek, the young lady helped herself to a \$70 fifteen-jewel hunting-case Waltham gold watch which was in the florist's coat hanging on the wall.—Hudson, N. J. Observer.

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Key to Identification of Plants This is a device to enable one to find the name of a plant. The name thus found is quickly referred to under its alphabetical location, where full information will be found in regard to it.

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The Glossary This is an analysis of all technical terms that are used in the work and in similar works. It comprises botanical and horticultural terms with brief definitions.

Translation and Pronunciation of Latin Names In Volume I is inserted a list of between 2,000 and 3,000 Latin words used as species—names of plants, giving the English equivalent or translation and the pronunciation.

Class Articles Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles: Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

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Lecturer on Horticulture, Columbia University

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HORTICULTURE

Vol. XXXII

SEPTEMBER 25, 1920

No. 13

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S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN

Through a clerical error, the date of the meeting of the Publicity Committee in Indianapolis was stated to be October 12th. The meeting will take place on Monday, October 11th.

The city of Cleveland will, officially, "Say it with Flowers," at the opening of its magnificent new Auditorium on March 25th, 1922, arrangements having been completed for opening the building with the Fifth National Flower Show, which will be in progress from March 25th to April 1st in that year.

Last week we reported a subscription of \$50 to our fund from Bees Ltd., of Liverpool, England. In making this subscription, Mr. Horton, of the firm, says, "We have had the pleasure of executing a large number of telegraph orders in behalf of United States florists, and are confident that much of this business is the outcome of your publicity campaign. If you have time to read the English horticultural press, you may have noticed that I am interesting myself in a national publicity campaign to promote the increased consumption of flowers, and the British Chamber of Horticulture, in conference with delegates from associated bodies has approved the idea, and I am now engaged in preparing one or two draft schemes to lay before the executive. It occurs to me that as we shall use slogans for flowers, fruits and vegetables, it would add immensely to the forcefulness of the advertising if one slogan was used for each throughout all English speaking communities. Please ask your executive if they see any reason why "Say it with Flowers" should not be the slogan for flowers here as well as in the United States, and whether they do not think that United States florists stand to gain and not to lose by its use in a campaign on this side. Traveling Americans would see your slogan emblazoned over here, and traveling Britishers and overseas cousins would all help to spread the phrase. Between us we could make "Say it with Flowers" a spontaneous expression wherever English is spoken." In a postscript, Mr. Horton mentioned that the sum he had promised for the commencement of the British campaign was \$500, with an additional \$500 if any firm would make a like contribution. And yet there are many florists on this side of the water who

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seemingly fail to see the worth of our slogan, and, therefore, do not support our campaign.

Those who use, or wish to use the dealers' helps put out in the interests of the campaign, glass signs, electro-types, transfer signs, stickers, and billboards, are reminded that all such stock has for some time been distributed by the Florists' Publicity Service Bureau, 225 North Michigan avenue, Chicago, Ill. All inquiries should be sent direct to the Bureau.

JOHN YOUNG, Secy.

43 West 18th St., New York.

F. T. D. ASSOCIATION BIG BROTHER MOVEMENT

Have you been interested in the nation-wide work of the Big Brother Movement helping to lift up and look after the interest of those who need aid? Many of you have undoubtedly received wonderful satisfaction from the results obtained, and the pleasure, —money couldn't buy.

Well, doesn't the work of the F. T. D. from its earliest inception to the present day strike you as the best parable possible? From the very beginning when only a handful could see its merit and when it builded on foundations strong enough to carry on under present day methods with its added weight and modern machinery, we are still able to add to our structure without its foundation having to be reinforced, and that's going some.

What has the florist to gain by joining our ranks? That old-time question has been asked so often by florists who have lost their reasoning powers, or else every reliable shop that retails flowers would have been enrolled as an F. T. D. member. If you are a member come to Indianapolis, October 12th and 13th. If you are not a member come and see what you have been missing. Join the big brother movement and tie-up to the F. T. D. principles and you will have done the best thing for your own purpose that you have done for a long while.

Our association has been behind every movement of progress and will continue to do so, and by giving your support to the various functions which our committees are interested in, you will directly benefit yourself.

There are so many benefits to be derived that it would take days to explain. But, best of all, go to the convention and you will come away with the satisfaction of having spent two days that will be the best paying dividend you ever received.

Many florists get an order now and then, who do not belong to the F. T. D.

FOR SALE

Approximately 4000 New Wooden Boxes, nailed, 22½ inches long, 12 inches wide, 6 inches high, price 30 cents a piece, f. o. b. our plant; immediate delivery. Price subject to prior sale.

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This is a great improvement on Princess of Wales—Deeper Shade and more uniform, also a much better and surer producer and better keeper and shipper, also more fragrant. General appearance when bunched away ahead of other varieties. Exceptionally easy to propagate. Should be planted in the beds earlier than Princess.

It will pay you to go in for DUCHESS. And DO IT NOW before this fine lot is all grabbed up. We offer Large field grown clumps of DUCHESS, and the other two as follows:

	100	1000
DUCHESS	\$15.00	\$120.00
LADY CAMPBELL	12.00	100.00
PRINCESS OF WALES	10.00	95.00
MARIE LOUISE	10.00	95.00
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White Callas (Aethiopica)

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	Doz.	100	1000
1 1/4 to 1 1/2 in. diam. ..	\$1.25	\$8.00	\$75.00
1 1/2 to 2 in. diam. ..	2.25	16.50	150.00
2 to 2 1/2 in. diam. ..	2.75	20.00	180.00

Godfrey Everblooming Calla

A popular variety for either cut-flower or pot plant sales. Excellent for design work.

	Doz.	100	1000
First size, 1 inch diam. up	\$1.75	\$12.00	\$110.00
Mammoth, 1 1/4 inch diam. up	2.00	13.50	125.00

Narcissus

PAPER WHITE GRANDIFLORA

We handle only the improved true type which produces the large flowers.

	100	1000
First size, 13 ctm. up (1250 bulbs in case)	\$2.75	\$21.00
Monster Bulbs, 14 ctm. up (1000 bulbs in case)	3.00	25.00

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FIELD GROWN Carnation Plants

	100	1000
2000 Delight	\$15.00	\$125.00
5500 Ward	15.00	125.00
100 Benora	15.00	
1000 Bernice	18.00	

W. D. HOWARD

150 South Main St., Milford, Mass.

feeling that membership is unnecessary, and am somewhat reminded of the old-time story where a small store-keeper put up in his window an elaborate new blind. Quoth his neighbor "Nice blind of yours Isaac." "Yes," was the reply. "Who paid for it, Isaac?" "The customers paid." "What! You say the customers paid for it Isaac?" "Yes, I put a leedle box on my counter and labeled it "For the Blind," and they paid for it."

So with many who are not F. T. D. members, they get a few orders now and then but overlook the many that would come their way were they properly enrolled.

HENRY PENN

MR. FARQUHAR'S VIEWS OF CONDITIONS ABROAD

Mr. John Farquhar of Boston has just returned from a lengthy trip to Europe. He says that he found horticultural conditions in England and France very much better than anybody could ever have expected. The outlook in England is particularly bright, there being a large demand for horticultural material of all kinds. Mr. Farquhar said that the seedsmen of France were very rapidly recovering their oldtime business position and that in fact the extent to which they have regained their trade is astonishing.

The greatest blow to horticultural shippers according to Mr. Farquhar has come in the action of the Federal Horticultural Board of Washington barring out a great many plants and bulbs. Growers in some cases have been almost ruined. The Dutch bulb growers Mr. Farquhar said had rather over-reached themselves. They sold about half their crop at jobbers' prices; the other half will have to be dumped on the market and probably will result in disposing of them at auction sales in New York.

THE MARKET

Yom Kippur had a marked effect on the market last week, all the Jewish salesmen being out on Wednesday, and many of the flower stores being closed. The disaster which overtook Budlong, the rose grower, of Rhode Island, has also been reflected in the Eastern markets. Budlong shipments were so great that he could practically control the price. With these shipments out and likely to remain out until the first of the year, there is a shortage of roses which has resulted in an increase in price by other shippers all along the line. The market in general has been fair. Carnations, although poor, are selling at

SPECIAL OFFER CHOICE JAPAN IRIS

True to Name

LARGE UNDIVIDED CLUMPS

Can be divided into four to six strong divisions, 25c. each.

Amt.	No.	
1000	120	Sano-watashii, double, tall, pure white, early.
600	122	Bandai-no-nami, double, tall, very free, white, showy yellow bend.
75	123	Shiga-no-namami, double, large, purple splashed.
40	129	Sofu-no-Kai, double, mid-season, large, light blue veined purple.
100	137	Kasugano, double, light blue, faintly veined royal purple.
50	157	Wase-Banri, single, large, pale blue splashed royal purple.
50	166	Iso-no-nami, double, blue, splashed and blotched purple.
75	149	Manaduna, single, royal blue, blotched white.
100	9	Ho-o-jo, double, white, overlaid delicate pale blue.
50	23	Shiritaki, single, tall, pure white.
40	18	Namuri-shi-bon, double, late, purple, blotch and overlaid blue.
100	26	Sivibijin, single, rosy purple.
75	40	Single, royal purple.
70	103	Single, rosy pink, suffused with carmine.
500	200	Pyramid, double, large, deep blue, suffused with royal purple.
20	201	Urein, double, tall, royal blue, veined white.
800	200	Kumo-no-nye, double, late, rich royal purple, suffused with royal blue.

We are now dividing and transplanting our Japan Iris. This list is the cream of many varieties imported from Japan and Europe.

The Elm City Nursery Company

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New Haven, Conn.

Introducers of BOX-BARBERRY and IBOLIM PRIVET

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ASPARAGUS PLUMOSUS, 8 inch, \$80.00 per 1,000.

VERONA FERNS, 2 1/4 inch, pot bound, fine plants, \$55.00 per 1,000, \$6.00 per 100.

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92nd and 1st Ave. BROOKLYN, N. Y.

3 and 4c. Asters are 2 and 3c., Rubrum lilies are 8c. Gladioli bring from 50c. to \$1 according to quality. A few mums are in selling at from \$2 to \$4. The demand is steady but not active.

August Poehlmann of Chicago who was recently badly injured in an automobile accident, has recovered sufficiently to leave the hospital and to visit his greenhouses.

HORTICULTURE

Vol. XXXII

SEPTEMBER 25, 1920

No. 13

THE TALK OF THE TRADE

I think that Houghton-Gorney, of Boston, make friends with the attractive little cards which they enclose with the flowers they deliver. The card has an attractive violet border, and at the top the excellent trade mark which has been adopted by this concern, showing the notable spire of the Park Street church, on the ground floor of which the store is located. The message on the card reads as follows:

"Our way of showing appreciation of an order is not merely thanking the customer, but trying to fill the order better than was expected.

"We are always careful to check over and inspect every order before shipping, but regardless of the fact that we are operating the best inspection system we can invent, errors will occur in a business which handles hundreds of orders daily, as we do.

"We therefore suggest that you examine these flowers as soon as received and make sure they are satisfactory. If not, notify us at once, as we desire every recipient of Houghton-Gorney flowers to be a little more than satisfied.

"It is this desire to serve that has built our business."

I noticed in the New York market last week some very fine stock of Chrysanthemums, Golden Glow and

Early Frost. They were particularly well done, and the stock was bringing good prices for this time of the year, \$3 being probably the top notch, but real good stock would go easily \$2.50.

What would anyone have thought ten years ago if valley had gone to \$15 and \$18 per 100 wholesale, and now we find day after day valley selling in the wholesale market from \$20 to \$25 per 100 and it is by no means fancy stock. The time is probably not far distant when there will be a better supply coming in from abroad and then the price will come down a bit, although it will never get anywhere near the prices that prevailed in former years.

I find that rose growers in and around New York are doing pretty well with the variety Frank Dunlop. I have predicted from time to time that this rose would make good and I feel now that it has, even if it is early in the season. I haven't found a grower yet who hasn't been able to make it step right along in a lively way. The flowers are of fine size and color particularly for this time of the year. Crusader also seems to be doing very well. It is a good grower and has good size for so early in the season. With such roses as Premier, Columbia, Dunlop and Crusader, we have a fancy strain that works in finely with the other older varieties, and to this list may be added Madam Butterfly. Although it is a trifle early yet to judge fairly, I believe this is going to be a standard sort and has a fine chance of displacing Ophelia. It certainly is a fine grower and that will count a lot.

It is very easy to put off from week to week the propagating of roses, but it is by no means too early to start on this work right now. I know of one grower who started the past week and is going to keep at it just as heavy as he can, believing that there is going to be a heavy call for stock. Of course it will be quite heavy on own roots stock on account of difficulties in securing manetti from abroad and the uncertainty of getting shipments in. The call for Premier, Columbia and Dunlop in particular is sure to be very heavy, and many growers have found that these varieties are apparently as

strong on their own roots as on grafted stock.

Changes in the lily situation follow thick and fast, and with the information that all stocks will be in short supply comes the natural tendency to increase the call for cold storage stock. There is very little cold storage stock offered excepting 7/9 size at this time, at least that size is the bulk of the order, but with the shorter quantity of formosums, Azores and multiflorums coming in, the natural consequence is an increased value on cold storage liles. During the early summer there was very little profit in cold storage stock, but now they are coming along with a natural good quality and increased percentage of blooms, and the call is also increasing. That means better results for everyone in every way.

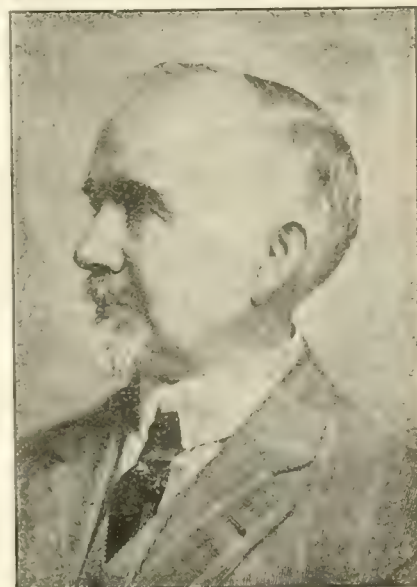
Speaking of bulb stock I am reminded again of the continuous change in the market on paper whites. They are making a steady incline, and anyone who has not bought all that is needed will find higher prices prevailing from day to day, and that means buy at once if you are going to need them.

Regarding Dutch bulbs, there seems to be a tendency among the Hollanders to send in very near to what has actu-



W. N. CRAIG

Newly Elected President of the National Association of Gardeners.



F. R. PIERSON

Re-elected President of the New York Federation of Horticultural Societies and Floral Clubs.

ally been sold or contracted for. Surplus stocks are not particularly in evidence. I believe, however, as I have said several times before, that Dutch bulbs will not go to the very high prices which were originally quoted, but there is not the same chance for gambling on them as originally appeared. It isn't too late now to order; there will be plenty of stock to go around, but I don't think you had better wait until very late and depend upon a surplus which you may have thought could be picked up at a very low price.

Stocks of Baby Rambler roses from the field, two and three years old, are short, but on the contrary the climbers such as Crimson Rambler, Dorothy Perkins and Tausendschoen are in fairly good supply. I mention this because it is a crop which the grower will have on his mind at this time. If you need Baby Ramblers and can find them, it will pay you to make sure of them now.

As to other pot plants from the field for fall delivery, I would again mention hydrangeas, both French and Otaksa. For a time there seemed to be an over supply, but lately I find that stocks are shortening up, and while there probably are enough to go around, all fear of a surplus seems to be eliminated. I am glad to say, however, that the quality of field grown hydrangeas offered is of the very best, and the stock is of exceptionally good value at prices quoted.

Through the New England section of the country in particular, pansy seedlings have been short, mostly due to heavy losses in the seed beds. This also applies to *Bellis perennis* and *Myosotis*, consequently anyone having a surplus of any of this stock will find a ready sale for it.

MONARDA FISTULOSA MENTHAE-FOLIA

Among the American wild flowers now in blossom at Hillcrest Gardens is the *Monarda fistulosa menthaefolia* which grows in Glacier Park, while the plants in our garden were brought to us by a friend from Illinois.

It grows from three to four feet high in thick clumps, so that it can be easily propagated from the roots. The shrub or plant branches out a foot or more above the root. The lanceolate foliage is dark rich green, the midrib and veining showing distinctly in a lighter shade.

The lovely lavender blossom is more compact than that of the *Monarda*

didyma, having the pincushion effect of the common pink clover. There is a soft velvety pubescence to the petals which with the long filaments give the blossom a delicacy in its growth and exquisite color which is lacking in the bee balm or didyma. We have had two plantings of *Monarda didyma* this season; one in the open sunlight we are going to take out, the other was on our wood road where its red color contrasted well with the green trees and the trunk of the white canoe birch

just behind it. So much of the beauty of a flower depends upon where it is placed.

M. R. CASE.

Hillcrest Gardens, Weston,
August 23, 1920.

The Parkhill Flower Shop, of Manchester, Ct., have installed two large refrigerating boxes at the South Main Street Greenhouses, adding not a little to the capacity of the store.

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<i>Amygdalus Chinensis albo-plena</i> , 3-4 ft.	.35	<i>Philadelphus Grandiflorus</i> , 3-4 ft..	.25
<i>Amygdalus Chinensis rosea plena</i> , 3-4 ft.	.35	<i>Philadelphus Grandiflorus</i> , 4-5 ft..	.30
<i>Aronia Arbutifolia</i> (Pyrus), 3-4 ft.	.25	<i>Rhodora Canadensis</i> , 2 2½ ft.....	.30
<i>Bignonia Radicans</i> , 3-4 ft.....	.25	<i>Rhodotypus Kerrioides</i> , 3-4 ft.....	.25
<i>Bignonia Sanguinea Praecox</i> , 3-4 ft.	.25	<i>Sambucus Racemosa</i> , 3-4 ft.....	.20
<i>Calycanthus Floridus</i> , 3-4 ft.....	.30	<i>Sambucus Racemosa</i> , 4-5 ft.....	.30
<i>Cephalanthus Occidentalis</i> , 3-4 ft..	.30	<i>Spiraea Anthony Waterer</i> (extra), 2-3 ft.	.20
<i>Clethra Alnifolia</i> (heavy), 2 3 ft....	.20	<i>Spiraea Anthony Waterer</i> (heavy), 3-4 ft.	.30
<i>Clethra Alnifolia</i> (stock), 3-4 ft....	.30	<i>Spiraea Opulifolia</i> , 6-7 ft.....	.35
<i>Cornus Alba</i> (Siberian), 4-5 ft.....	.25	<i>Spiraea Opulifolia Aurea</i> , 6-7 ft....	.35
<i>Cornus Alba</i> (Siberian), 5-6 ft.....	.35	<i>Spiraea Prunifolia</i> , 4-5 ft.....	.40
<i>Cornus Stolonifera</i> , 5-6 ft.....	.30	<i>Spiraea Van Houttei</i> , 3-4 ft.....	.25
<i>Cornus Stolonifera Aurea</i> , 4-5 ft..	.30	<i>Spiraea Van Houttei</i> , 4-5 ft.....	.30
<i>Cornus Alba Spaethii</i> , 3-4 ft.....	.30	<i>Symphoricarpos racemosa</i> , 3-4 ft...	.20
<i>Deutzia Crenata fl.-pl.</i> , 4-5 ft.....	.25	<i>Symphoricarpos Vulgaris</i> , 3-4 ft...	.20
<i>Deutzia Crenata magnifica</i> , 4-5 ft..	.40	<i>Syringa Vulgaris</i> , 4 5 ft.....	.40
<i>Forsythia Intermedia</i> , 4-5 ft.....	.20	<i>Syringa Vulgaris</i> , 5-6 ft.....	.60
<i>Forsythia Intermedia</i> , 5-6 ft.....	.25	<i>Vaccinium Corybosum</i> (clumps), 3 4 ft. (extra heavy).....	1.00
<i>Forsythia Viridissima</i> , 4 5 ft.....	.20	<i>Viburnum Cassinoides</i> (clumps), 4 5 ft.	.40
<i>Hamamelis Virginiana</i> , 3-4 ft.....	.40	<i>Viburnum Dentatum</i> , 3 4 ft.....	.25
<i>Hydrangea Paniculata Grandiflora</i> (standard), 3-4 ft.....	.50	<i>Viburnum Lentago</i> , 3-4 ft.....	.30
<i>Hydrangea Paniculata Grandiflora</i> (standard), 4-5 ft. (extra heavy)...	.60	<i>Viburnum Tomentosum</i> , 3-4 ft.....	.30
<i>Lindera Benzoin</i> , 2 3 ft.25	<i>Weigela Amabilis</i> , 4 5 ft.....	.25
<i>Lonicera Morrowii</i> , 4-5 ft.....	.25	<i>Nanthorrhiza Apifolia</i> (clumps), 18 in.	.50
<i>Lonicera Tatarica</i> , 4 5 ft.....	.25		
<i>Periploca Graeca</i> , 3 4 ft.....	.20		

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ROSE MIDGE

One of our correspondents has trouble with the rose midge, and asks us what to do about it. We have looked up authorities and here is what they say about it:—

"The maggots becomes full grown in 5 to 7 days then leave the rose buds and complete their transformation in the soil. Fumigation with hydro-cyanic acid is of value for killing the flies before egg laying; best time is March—does not give such good results in summer. Watch plants carefully and pick off all infected parts. Rotate with other crops, if that be possible and get new plants from districts not infected."

The maggot is microscopic and is recognized first by its effect; the midge lays its eggs beneath the sepals of the flower bud, or between the folded leaves of the leaf-bud; hatches in 2 days; begins to eat, and then in 5 to 7 days, drops to the soil, and becomes another midge. The work of the maggot does not affect the growth of the plant; but the buds fail to develop, so that overgrown plants that fail to flower are evidence of the presence of the maggots. Very serious pest and no precaution too much—even to removing all plants and soil for a season, and growing other crops.

NASSAU COUNTY SOCIETY

The monthly meeting of the Nassau County Horticultural Society was held on Sept. 9th in Pembroke Hall, Glen Cove. Thos. Twigg presided, and F. Faulkner, C. O. Geissler, D. Watson, G. G. Collings and S. Dutton were elected active members. Five petitions for active membership were received at this meeting. Frank O. Johnson received 1st for 3 sticks of Celery, Joe Boler received 1st for one outdoor melon, Frank O. Johnson received the thanks of the Society for a plant of Cyp. Rosettii. Messrs Noonan, Barlow and Wickie did the judging. The schedule of the main show was read and the date set for Oct. 28-29 in Pembroke Hall. The Dahlia Show will be held on Sept. 30 and Oct. 1st in Pembroke Hall. There are sixty four classes in the schedule and the show should be a record breaker. John F. Johnston and Wm. Carter received the heartiest good wishes of the Society, both gentlemen plan to cross the pond in the near future. Exhibits for the October meeting will be 6 onions, 25 pods of peas and 3 heads of cauliflower.

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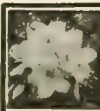
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THE BLUE LACE FLOWER

Dear Sir:—M. R. Case is somewhat incorrect in referring to the above as a new flower bred from one coming originally from Europe. Although related to the Carrot Daucus this plant is of Australian origin like all other members of the family. Formerly known as *Didiscus Coerulea*, it is now known as *Trachymene Coerulea*, an annual introduced into Europe in 1827.

The other members of the family are all tender evergreen plants. The botanists, however, have grouped four of the five other species in the genus

Sieberia, two of them white, the other two yellow. The remaining species, *T. pilosa* is blue.

T. A. W.

Philip J. Lucking, who has been gardener for C. K. G. Billings on his Oyster Bay estate, has transferred to Mr. Billings' estate at Santa Barbara, Cal.

R. Vincent, Jr., & Sons Co., will have their annual dahlia exhibit September 29th and 30th. This show always attracts a great many visitors and is well worth seeing.

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The views promulgated by Mr. D. L. MacIntosh, the well known horticulturist of Stillwater, Minn., in a recent number of *Parks and Recreations*, may well be given consideration by those in charge of the public grounds in other parts of the country. Mr. MacIntosh points out that the average park fails to live up to its opportunities in being of service to the people who are interested in trees and other plants. He calls attention to the fact that very few parks have their trees labeled, and that in most of them the employees can give little or no information about the contents of the flower beds.

Now a nice bed of flowers of any kind is a delight, and so is a clump of shrubs or group of trees, adding to the landscape; and perhaps nothing more is needed for motorists driving by at the rate of twenty miles an hour, but the man or woman who goes into the park for real enjoyment and information finds the whole thing a failure. Why? Because no attempt is made in many instances to give any information as to the name or character of the plants which are seen. Now-a-days when interest in horticultural matters is keen, people want this sort of information. If they see a tree or shrub which attracts their eye, they wish to learn its name and also if it can be grown in a private garden. The time is coming when a more united effort must be made to meet this want.

Some superintendents say that they have no time to bother with the labeling of plants. These men are back numbers. The successful park of the future will give just as much information to visitors as does the Arnold Arboretum, with its carefully labeled trees and shrubs. For that matter, the time is coming when more labeling will be done on private estates, especially as there is a decided tendency to try out the new offerings of the nurseries.

Mr. MacIntosh tells of a man in charge of a large private place whose laborers formerly knew little about the plants they worked with. This man started the employees to printing labels on wet, cold days when they could not work outside. They did not always make a good job at first, but in a short time became more proficient, and when spring came had replaced all broken labels and staked all new plantations. Now when the owner takes his friends around, he does not have to ask the gardener what this or that plant is; he can read for himself.

This same practice can be carried out in the public parks. Too often, as it happens now, if you ask any employee about a specimen or a bed, you will not get a

satisfactory answer, and in some cases even a civil answer. This sort of thing is to be regretted, and must be changed, but according to Mr. MacIntosh,—and we think he is right,—it is rather typical at present of a great number of our parks, from the Atlantic to the Pacific, and from the frozen North to the sunny South.

The elevation of W. N. Craig to the presidency of the National Association of Gardeners is a well deserved honor. Mr. Craig, who was superintendent of Faulkner Farm, Brookline, and has been for many years secretary of the Gardeners' and Florists' Club, of Boston, is widely known, not only in New England but throughout the country. In fact, it is doubtful if any member of the association has a wider acquaintanceship. Mr. Craig is known not only as a master gardener of long experience and much ability, but also as a lucid and entertaining writer, and a forceful, interesting lecturer. He has had a prominent place in leading the fight against the quarantine No. 37, and has presented many powerful arguments against this measure. As president of the National Association he may be expected to do much for the benefit of the fraternity of gardeners, especially in the way of bringing a greater unity of interest between gardeners and their employers. *HORTICULTURE* congratulates the National Gardeners' Association on its choice of a new executive.

In spite of high prices, all has not been smooth sailing for the florists throughout the country. Ever since the war there have been increasing difficulties to complicate business conditions. Perhaps there is no better indication of this fact than the situation at the Flower Exchange in Boston.

Years ago, before the great struggle across the water began, every stall in the market was taken; in fact there often was brisk bidding for stalls, and at times a waiting list seemed likely to be created. Now look at the situation. At the present time there are 15 vacant stalls, and if rumors are true a number of others will be vacant before many weeks. It will not be surprising if the beginning of the year sees 25 empty stalls in this market. It is certain that a number of greenhouses in New England will close down. To be sure they are mostly those doing a comparatively small business, but in the aggregate their amount of shipments are considerable. Moreover, they help to lend competition to the trade. These establishments will have to be closed down for two reasons, the most pressing one being the lack of coal. While most of the big growers have been able to get what coal they need at a long price, many of the smaller growers, especially in the more remote towns have been unable to get their orders filled or have not been able to finance so big an undertaking. As a result they have no coal and no prospects of getting any.

The second reason and almost of as much importance is the high cost of labor. Farmers and market gardeners say that labor is more plentiful and that wages are lower, but this sort of thing has not been felt in the flower industry. The reason is no doubt that skilled labor is required for much of the work, especially on the smaller places. This kind of labor is almost out of the market. Possibly with the coming of winter there will be a greater offering of labor, but the outlook now does not point that way. No doubt the situation as it exists in New England is the same in many parts of the country; therefore, while the big grower can say that business is good and that the outlook is favorable, the small grower is getting pinched between the upper and the nether millstone of high-priced labor and profiteering capitalists.

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Flowers Under Glass

Violets must be given regular attention, although they do not like artificial heat, so that the fire should not be started up any earlier than necessary, say about the middle of October. Of course you will keep all weeds, runners and spotted foliage removed. Perhaps you have the plants on raised benches, in which case do not let rubbish accumulate underneath them. This is a common practice, but a poor one. Neatness and cleanliness are almost as important in a violet house as careful watering and proper ventilation. The ventilators should be kept open as a rule until fire heat is started. The one thing which takes expert treatment is the use of water, for if the plants are deprived of what they need, they will not thrive, and they will suffer if the soil is kept saturated.

Probably you have noticed that the Lorraine begonias are growing very fast now. They always begin to make rapid growth as soon as the nights grow cooler. From now on they will need a house where there is fire heat at night, and careful attention must be paid to ventilation. Have your strongest plants established in six-inch pots or pans, and stake up the new growth without delay.

There is much question about the proper feeding of chrysanthemums. Some growers place much faith in commercial fertilizers, while others prefer cow or sheep manure. Of course, the big growers have figured out their formulas carefully, but the small grower can get along very well by using natural fertilizer, at the rate of a bushel to a barrel. Allow it to stand for a couple of days, after which the water can be drawn off and the barrel filled again. If you prefer to use chemicals, such as nitrate of soda, potash and sulphated ammonia, use any one of them at the rate of a four-inch pot full to a fifty-gallon barrel of water. Be sure that the crystals are all properly dissolved before the liquid is applied.

If you are preparing manure for mulching the rose beds, be sure that it is turned over every week, but do not add too much soil yet. In fact, if you can get any good coarse sod, that would be preferable to soil. It is not wise to add bone meal or any other commercial fertilizer to the manure, for there will be much waste and but little gain. It is even more of a mistake

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to add lime, for that would release the ammonia and decrease the value of the manure. If you do not have a shed or other covered building in which to store the manure, put a layer of good coarse sod under it, for this will take up what leaches out, and afterwards the sod can be used where a rich soil is wanted.

FLORISTS AT GALLIVAN'S

The seventh annual outing of the Holyoke and Northampton, Mass., Florists' Club took place at Gallivan's farm in Smith's Ferry. There were 100 members present and the afternoon was pleasantly passed, the feature being a clambake, followed by a ball game between Holyoke and Northampton, with Amherst players also playing with the Meadow City florists. After five innings the score was declared a tie, when it was discovered that the score-keeper was unable to keep tabs on the runners, so fast did tallies come over the home plate.

GARDINERS' & FLORISTS' CLUB OF BOSTON

The first meeting of the season was held last Tuesday evening and was very largely attended, about 150 being present. Samuel Knowles of Canton gave a very interesting talk on poultry keeping. Many attractive exhibits were made, and the following were the awards:

Chrysanthemum Golden Glow, Leominsted Floral Co., award of merit.

Collection of gladiolus seedlings, W. N. Craig, vote of thanks.

Collection of pot plants, including cyclamen and begonias, W. W. Edgar Co., vote of thanks. Chrysanthemum Early Frost, W. W. Edgar Co., honorable mention.

Collection of greenhouse roses, including New White Ophelia, Golden Ophelia, Pilgrim, Crusader and Madam Butterfly, W. H. Golby, honorable mention.

New seedling Begonia Rex, Wollrath & Sons, report of merit. New sport of Teddy, Jr., Wollrath & Sons, honorable mention.

A resolution was passed condemning the sale of Dutch bulbs at auction, as being unfair to the growers who pay large prices early in the season, and the club voted to call on other clubs to refuse to buy bulbs next season unless the Dutch Bulb Growers' Association endeavors to eliminate this unfair practice.

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The gladioli meeting and exhibition in Boston was splendid and showed the most progressive and enterprising spirit. The only suggestion we can think of to offer in the way of further worlds to conquer is the thought that wouldn't it have been wonderful if the same showing could have been made simultaneously at both Boston and Cleveland. Look at the wonderful difference in the audiences. The Boston crowd—we all know what the Hub of the Universe is—especially the New England universe. But the Cleveland audience—ah, there's where the thought lies. There were the men from the backwoods, from the seashores, from the mountains, from the sandlots, from the prairies, from Florida to Alaska, and the big thing about it is—they only make it once a year! Just once a year. A long journey to see what is newest and best in the horticultural world. One year it may be Boston, another year Kansas City or Washington, but that journey they must make. So if the exhibitors are not there at the annual S. A. F. meeting the consequence is that the scholars from near and far go back home unenlightened. Some may say that they couldn't make the exhibit at both places. We think this is largely imaginary and that a little of what is now called executive efficiency would easily demonstrate a duplication of exhibits and capable hands to handle same with splendid results to all concerned.

The question of whether it was a wise thing or not for a florists club to indulge in discussions of religion or politics was after full and free expression of opinion decided that the club make a special by-law prohibiting—which was done. That was a quarter century or more ago and the wisdom of it has many times since been exemplified. Albert M. Herr is a member of the Phila. Club, and it is strange to hear of him putting the Lancaster county boys in wrong on that question.

A notable window display is what may truly be said of the latest Philip Freud creation at the Michell store on Market street. The fall bulb season is now commencing and business among the hundreds of thousands of passers-by must be stimulated. To do this

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effectively a few plates of hyacinths, tulips, and narcissus bulbs, are not enough. A much more energetic appeal is necessary for the multitude, which in the mass is sadly lacking in imagination. A picture will stop a child and make it crow with delight—and in the main aggregate, people at maturity are but grown up children.

No one realizes that truth more clearly than Michell, and his unequalled artist, Philip Freud. Many fine displays have been made by them in the past, but nothing quite so original and effective as this year's layout. The background is painted scenery of true Dutch character—the foreground of the painting showing a fine array of

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York city, June 15, 1920, to consider Quarantine No. 37, where 500 or more trade and amateur associations were represented. The conference resulted in an organized effort to secure a modification of the present quarantine rulings.

After discussion the following resolution was adopted and the secretary was instructed to send the same to the Federal Horticultural Board.

"The New York Federation of Horticultural Societies and Floral Clubs in annual session at the State Fair, Syracuse, New York, September 15, 1920, respectfully urge that Quarantine No. 37 be so modified that novelties in small quantities, not to exceed one hundred plants, may be imported for purposes of propagation, with soil on their roots and that they be examined and passed by the Federal agents at four ports of entry: i. e., Portland and San Francisco on the Pacific Coast and New York and Philadelphia on the Atlantic Coast, instead of being sent to Washington as now required, which almost invariably results in the loss of the entire importation, especially of soft-wooded plants."

In regard to the greenhouses for investigational purposes at Cornell University, E. A. White reviewed the meetings of the committees from the Federation which had met at the Agricultural College during the past year, and that as a result of these meetings recommendations had been embodied in the general project for the completion of the College of Agriculture. As a result of the activities of the various Agricultural and Horticultural organizations of New York State and at the request of the trustees of Cornell University, the last legislature passed a bill appropriating \$3,000,000 for the completion of the College of Agriculture. \$500,000 becomes available this year. Plans for the greenhouses are included in the general building project and the Department of Floriculture at Cornell University is now working on the development of the plans which must be completed and approved by the trustees prior to December 1, 1920.

After discussion it was voted that the following resolutions passed last year and sent to the various state

formal beds planted with all the popular spring flowers: squares, oblongs, stars, crescents, with artistic narrow borders, and appropriate scenery. The bulb display itself, is very fine, and is relieved from flatness, with flower models of each variety—almost equal except for fragrance to the real. These not only relieve the monotony of the bulb display; but they are of educative value and carry quick and lasting impressions on the passersby. A flower spike of Czar Peter hyacinth alongside the bulbs of that variety, or a bloom of the Kaizerkroon tulip in a similar position with its parent, conveys the beautiful coerulean blue, or the intense blood red in a way that no printed story could begin to touch. The general effect and the smallest detail of this wonderful showing have both been studied with equal care, and the final result is worth going a long way to see. Window artists, both locally and from other cities, are loud in their praises of this fine exhibit.

G. C. WATSON.

PRES. F. R. PIERSON RE-ELECTED

Annual Meeting of the New York Federation of Horticultural Societies and Floral Clubs

The annual meeting of the New York Federation of Horticultural Societies and Floral Clubs was held at the State Fair at Syracuse, New York, September 15, 1920. The meeting was called to order at 3 o'clock with President F. R. Pierson in the chair. In the roll-call of the Federated Societies the following were represented by delegates: New York Florists' Club, New York Horticultural Society, Tarrytown Horticultural Society, Buffalo Florists' Club, Rochester Florists' Association, Syracuse Rose Society, Syracuse Florists' Association, New York and New Jersey Association of Plant Growers, Albany Florists' Club, Western New York Floricultural Society.

President Pierson reported the results of the conference held in New

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officials should be again presented to the secretary of the state fair commission, Governor Smith, the chairman of the Ways and Means Committee and the chairman of the Finance Committee of the Assembly.

"WHEREAS, New York is the leading horticultural state in the Union,

"WHEREAS, Six years ago and each year since, we have brought to the attention of the State Fair Commission the urgent need of horticultural building worthy of the extensive fruit, flower, vegetable, bee, seed and nursery stock interests of the state, and

WHEREAS, The Commission by formal resolution agreed that the first new building erected would be to properly house our exhibits, therefore, be it

RESOLVED, That we the New York State Federation of Horticultural Societies and Floral Clubs again bring the matter to the attention of the Commission asking that this building project become a reality.

The same committee consisting of Dr. Earl Bates., chairman; F. R. Pierson, Tarrytown; F. A. Danker, Albany; W. A. Adams, Buffalo; Anton Schultheis, College Point; Charles Vick, Rochester, and Arthur Cowee, Berlin, was named as a permanent committee charged with the responsibility of looking after the interests of a Horticultural Building at the New York State Fair Grounds.

E. A. White reported the organization of an amateur rose society at Skaneateles through the activities of Charles G. Adams, Auburn, N. Y. Also that Mr. Adams is very much interested in a plan for rose plantings along the state highways. The project which Mr. Adams has in mind is encouragement of rose plantings about farm homes and the introduction of the hardiest species and varieties, especially the native roses, along the state highways. A project for such plantings is already being developed on the state highway between Auburn and Skaneateles.

President F. R. Pierson invited the Federation to hold its winter meeting with the Tarrytown Horticultural Society. The date will be announced later.

The following officers were elected: President, F. R. Pierson, Tarrytown, N. Y.; first vice-president, Dr. Erl Bates, Syracuse, N. Y.; second vice-president, Charles Vick, Rochester, N. Y.; third vice-president, Anton Schultheis, College Point, N. Y.; fourth vice-president, F. A. Danker, Albany, N. Y.; fifth vice-president, W. H. Workman, Oswego, N. Y.; treasurer, W. A. Adams, Buffalo, N. Y.; secretary, E. A. White, Ithaca, N. Y.



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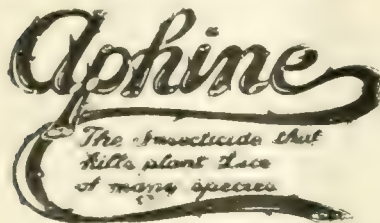
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The Aconitums are among the plants which have bloomed especially well this season. It is a pity that they are not used more generally in everyday gardens. On large estates they are proving very effective, but they are equally valuable for the perennial border of the suburban home. While there are many different kinds, the newer *Wilsonii* is one of the most effective. Its color is good and it grows amazingly tall, often reaching far above a man's head. It is a large genus, though, and while many of them like *Wilsonii* have come from China, the larger majority are natives of Europe. European kinds should open in July, and with *Wilsonii* and *Fischerii* to extend the season through September and into October, the Aconitums are extremely valuable for filling in vacancies in the border at a time when the garden commonly be-

gins to look shabby. Probably *Aconitum napellus* is the best known. It grows five or six feet high and when used in connection with its white variety, *albus*, and possibly with *albo roseus*, which has white flowers with flesh colored edges, the effect is most striking. Use them in groups and you will get a fine addition to the garden perennials.

A. napellus bicolor and other varieties flower during August and help to keep up the display. The bicolor variety with its blue and white flowers is very attractive, and ought to be grown much more widely than is the case. It is among the most desirable of all hardy herbaceous shrubs. *A. variegatus* is also blue and white, and is a good variety, although not so effective as bicolor because the colors are not so well divided. For a very dark blue, *A. uncinatum* may be used. The kind most commonly grown in

gardens is *Spark's* variety, which is probably the same thing as *A. acutum*. With good culture this variety will grow six feet high, and throw out a great number of side branches. It is sometimes a little weak, so as to require staking, and is best for having a background of white or at least grown in proximity to white flowers. Tall white phlox or even *Shasta* daisies in the immediate vicinity help to set off the extremely dark shade of blue. In any event, it is always a plant to be used in a mass, for then it is unusually attractive. Other kinds which flower in August are *Inunctum*, *Cammarium* and *Stoerkinum*. These varieties range in color from pale blue to dark blue, and the habit of each is quite distinct. *A. Wilsonii* is a fine plant to come along in September, and so is *A. Fischerii*, which is also, and perhaps more commonly, known as *A. autumnale*. This is the last of the Aconites to flower, and when given a sunny position it grows three feet tall, with large, glossy foliage, and throws compact heads of good blue flowers. It is a remarkably good variety for the late garden, and to use on estates where the family is away during summer but returns in the fall.

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Amateurs often ask what they can grow in a semi-shaded position, and sometimes even experienced gardeners have difficulty in giving them a good list. Certainly the Aconitums can be recommended when the shade is not too dense, and on larger estates where there are woodlands or semi-wild gardens to be planted, the various species and varieties can be used with confidence because they naturalize themselves after a few years and make an exceedingly attractive display, while receiving only a minimum amount of attention.

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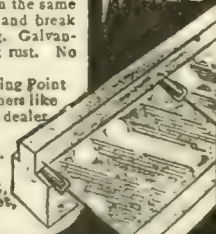
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The Glossary This is an analysis of all technical terms that are used in the work and in similar works. It comprises botanical and horticultural terms with brief definitions.

Translation and Pronunciation of Latin Names In Volume I is inserted a list of between 2,000 and 3,000 Latin words used as species—names of plants, giving the English equivalent or translation and the pronunciation.

Class Articles Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles: Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

General Index The final volume contains a complete index to the entire work, enabling the reader to locate volume and page of any subject he has in mind.

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Principles and Practice of Pruning

By M. G. KAINS

Lecturer on Horticulture, Columbia University

Few practices in the handling of plants, especially fruit bearing plants, attract so much interest as do those of pruning. The methods are so varied, the results so diverse, and the opinions of growers so apparently contradictory that this subject is always one of the most interesting, and the surest to hold attention and arouse discussion.

Particularly during the last ten or fifteen years when the principles of plant physiology have been more and more satisfactorily applied to plant production and management has interest settled in pruning. During the latter half of this time also more and more investigations and tests have been conducted by experiment stations and other workers to test out methods and principles in the interest of science and for the benefit of growers. The accumulation of such new knowledge has become very considerable especially in the last decade, but it is necessarily so scattered that very few growers have access to it, hence the demand for a book, which shall present the really important features of these investigations as well as set forth the fundamental principles based upon the laws of plant growth.

This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices. The author has spared neither time nor expense in gathering his photographs, each one of which tells its story.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Mature Trees and Odd Methods of Pruning and Training, Rejuvenating Neglected Trees and Practical Tree Surgery.

Profusely Illustrated. 400 pages. 5 1/2 x 8 inches.

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739 Boylston Street

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Plant Propagation, Greenhouse and Nursery Practice

By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information.

a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of HORTICULTURE at publisher's price, \$2.00.

HORTICULTURE PUBLISHING CO.

739 Boylston Street

Boston, Mass.

HORTICULTURE

Vol. XXXII

OCTOBER 2, 1920

No. 14

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pink, yellow or orange....\$45.00 per 1,000

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Best French Sorts

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We still have left the following varieties in approximate quantities in good strong plants, in 3½ inch pots, ready for immediate planting, and offer same as long as unsold:

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And one or two hundred each of the following varieties:

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NEPHROLEPIS Victoria (The Victory Fern). A beautiful, new, crested form of Teddy Jr. 2½-inch pots, \$3.00 per dozen, \$20.00 per 100; 3½-inch pots, 50c. each; 6-inch, \$1.00 each; large specimens, 8-inch, \$3.00 each; 10-inch, \$5.00 each; 12-inch, \$7.50 each.

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BIRDS NEST—5 inch \$1.00 each

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Lantanas; Heliotrope; White Swansonias; Coleus; Moonvines; Salvia; Parlor Ivy; Achyranthos; Ageratum.
3 inch \$3.75 per 100

SEPTEMBER PRICE LIST READY

R. VINCENT, JR., & SONS CO.

WHITE MARSH, MARYLAND

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FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

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CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

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Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for **SWASTIKA BRAND CANNAS.**

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We are subscribers to the Nurserymen's Fund for Market Development

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ORCHIDS

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL, Summit, N. J.

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN

That the Publicity Campaign is to be pushed vigorously during the year to come is assured by the action of the Publicity Committee, who are already busy with plans for publicity for flowerers during the first five months of the year. The committee derived much courage from the optimism expressed at the session of the recent Cleveland Convention devoted to a discussion of the campaign. It was there decided that any let-up in the work in progress would be a serious matter for the trade, and the committee, true to their purpose, have made specifications for contracts amounting to several thousand dollars to cover this period.

Taking into consideration the guarantees in hand to offset the expense of all this, the committee have felt justified in incurring the liabilities, and as the contracts must be made at this time if we are to have the service of the magazines when required, the order to the agency to go ahead must be given.

Contributors to the campaign fund who are not members of the S. A. F. and O. H.—and why they are not is inconceivable—would do well to write to the Secretary for a reprint of the address made before the Cleveland Convention by S. R. Latshaw, a noted expert in publicity matters. They would surely, after reading this address, become even more enthusiastic over the outcome of the campaign. Those who are not contributors would also do well to obtain a copy of this address, which is most inspiring, and presents facts in a most understandable manner.

It is singular, that nobody yet has criticised the work of the campaign adversely. Expert opinion has, thus far, been an admission that the campaign has been wonderfully successful, but condemnatory of the parsimony of the florists, in that they did not realize the prestige the campaign was creating for them to raise sufficient money to get the full benefit of their opportunity.

The slogan "Say it with Flowers" is the cynosure of all eyes in the industrial publicity world. It cannot well be perverted to the use of other industries, hence our complete enjoyment of it for our absolute use. The candy makers, jewelers and other craftsmen have tried to adapt it to their lines, but it stands unassailable, it cannot be

HYACINTHS TULIPS NARCISSUS CROCUS

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on Application*

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

SUPREME BRITISH SEEDS

Get our prices for delivery from
1920 Harvest on all lines of
GARDEN and FARM ROOT
SEEDS.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

Cables: "Kelway Langport."

PAPER WHITES, LILIES, TULIPS, HYACINTHS, NARCISSUS and OTHER FALL BULBS

Write for prices

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CHRYSANTHEMUMS

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IRVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS

RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILUM GIGANTEUM, also HARDIES
shipped now or later from cold storage
from New York, Denver, Chicago and
London (Canada).

FOR FALL SHIPMENT
VALLEY PIPS, for forcing. Holland
and German type. Shipment from
New York.

FOR IMMEDIATE SHIPMENT
BAMBOO STAKES
Natural and Green in all sizes—both
domestic and Japanese.
Write for prices stating your requirements.

McNUTCHISON & CO. 95 Chambers St.
NEW YORK

pirated. From time immemorial, there has been a language of flowers, and we derive our slogan from it.

A florist who does not support this campaign is dead to his own interests. It should be supported by every man who has a stake in the industry. It is one great, grand movement to increase the demand for flowers, and it operates for the advancement of florists' interests in every community, large or small. The bigger the fund, the greater the advancement. The committee want more money right now—will you deny it to them?

JOHN YOUNG, Secy.

43 West 18th Street,
New York

PROGRAM FOR F. T. D. CONVENTION

At Claypool Hotel, Indianapolis, Monday, Oct. 11, the following preliminary program will be laid before the board of directors, and additional numbers added and brought up in rotation:

Tuesday, Oct. 12, 8 to 8.45 a. m.: registration of members and visitors, Main Assembly Hall, Claypool Hotel; address by Governor Goodrich or Mayor Jewitt; response by Mr. Chas. Grakelow, Philadelphia; address, President Philip Breitmeyer; reports of treasurer, secretary and traveling representative; paper on F. T. D. work, by Mr. M. Bloy; new F. T. D. roll call introduced by Pres. Phil. Breitmeyer.

Tuesday afternoon: Paper and talk on Credit and Bookkeeping Systems, Mr. Ira W. Harper of Pittsburgh; paper, "Shall All Our Guarantee Fund Be Invested in Kansas City or shall it be Distributed, Especially in Regard to Our Canadian Brothers?" Mr. W. W. Gammage; scenic slides and lecture on floriculture in Europe by Mr. E. G. Hill of Richmond, Ind.; talk and film illustration of an up-to-date western establishment, the Hollywood Gardens of Seattle, Wash., by Dr. W. A. Moore; prices on the Pacific Coast, F. T. D. Member Seulberger, Oakland, Cal., and F. T. D. Member Borden, Los Angeles, Cal.; lecture and illustration of floral work and practical demonstration, by Mr. Max Schling.

Wednesday, October 13th: Consideration of proposed amendments to by-laws; talk on National Publicity; our stand, policies and support toward the S. A. F. publicity campaign; the National Growers' Organization and future policies, Mr. Ammann; our future relationship to retailers in foreign countries—with regards to florists in Germany, Austria and former enemy countries; election of officers; why we need three correspondents in

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail **NORTH ABINGTON, MASS.**

PLEASE YOUR CUSTOMERS
by furnishing them with
**Framingham Evergreens, Trees,
Shrubs and Roses**

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Framingham, Mass.

We Have on Hand the Largest Stock of
BOXWOOD All Shapes
RHODODENDRONS Parsons' Hardy American Seedlings
1,000 BAY TREES All Sizes
MONTROSE NURSERIES

Nurseries: "MONTROSE"
Wakefield Center, Mass.

N. F. MCCARTHY CO., Props.

Office and Salesroom: 112 Arch St.
BOSTON, MASS.

each state, Mr. Bloy; talk on novelties.

Evening: F. T. D. discussions by our members; F. T. D. steamer trade and its present new increases.

GREENHOUSE BUSINESS CHANGES HANDS

Ward B. Davis has purchased the greenhouses of Louis Otto, veteran florist at Neenah, Wis., and will conduct the business of that institution in connection with the one in Oshkosh. Elmer E. Ferson, who has been in the employ of Mr. Davis, will take active charge of the Neenah end of the enterprise and occupy the residence which is a part of the five-acre tract acquired. Mr. Davis also proposes to open a flower store in that city. The transaction included seven large greenhouses whose capacity exceeded by a considerable extent Mr. Davis' Oshkosh plant and will permit him to greatly enlarge his business.

NEW FLOWER SHOP IN WORCESTER

The Worcester, Mass. Post contains the following notice of the California Florist's Shop, which has been opened in that city:

At 21 Pearl street in this city, a new florist shop has just been opened. Its proprietor is Steve Vonic and he has just come from that entrancing land of flowers, California, and from

the city of Los Angeles where he and his wife made up many attractive floral designs for world-famous movie stars connected with studios in that city. Among these stars was Mary Pickford for whom Mrs. Vonic designed a bridal bouquet of white orchids and lilies-of-the-valley whose charm so appealed to the dainty movie star that she sent Mrs. Vonic a check of \$100 in addition to the regular price charged her for the bouquet. During this week Mr. Vonic expects to receive a consignment of choice orange blossoms from the Golden State.

FLORIST DOLBY TO THE RESCUE

Great Barrington, Mass.—When pole cats get religion, devout human beings must needs abstain from church. This was the case here when a skunk made a pilgrimage to the belfry of St. James Episcopal Church, where the smart set says its prayers. E. B. Dolby, a florist, and hence an expert on scents, rose to the emergency. Borrowing a gas mask from an overseas veteran, a fishing suit and sou'-wester, and arming himself with a gallon of formaldehyde, he made an attack. Taking the enemy by surprise, he shot the formaldehyde before the foe had a chance to go into action. Mr. Skunk took the count and was finished off with a shotgun.

MICHELL'S BULBS

White Callas (Aethiopia)

CLEAN, HEALTHY BULBS

Doz. 100 1000
1½ to 1½ in. diam. \$1.25 \$8.00 \$75.00

Godfrey Everblooming Calla

A popular variety for either cut-flower or pot plant sales. Excellent for design work.

Doz. 100 1000
First size, 1 inch diam. up. \$1.75 \$12.00 \$110.00
Mammoth, 1½ inch diam. up. 2.00 13.50 125.00

Narcissus

PAPER WHITE GRANDIFLORA

We handle only the improved true type which produces the large flowers.

100 1000
First size, 13 ctm. up (1250 bulbs in case) \$2.75 \$21.00
Monster Bulbs, 14 ctm. up (1000 bulbs in case) 3.00 25.00

HYACINTHS, TULIPS, NARCISSI AND OTHER SEASONABLE BULBS; ALSO SEEDS AND SUPPLIES.

SEND FOR OUR NEW WHOLESALE PRICE LIST, if you do not receive a copy.

MICHELL'S SEED HOUSE

516-518 MARKET STREET
PHILADELPHIA, PA.

Little Talks on Advertising

Joseph, the Florist, of San Francisco, realizes the value of having one striking announcement to catch the eye when using newspaper space. One of the neatest pieces of copy which we have seen recently has been used by him in the San Francisco Chronicle. The advertising takes only about three square inches, but has a large amount of white space to frame it, which is always a good point, and has a catch line in large black type, the words,

ORIENTAL PODS

The second line reads:

"The ideal floral gift—they keep indefinitely."

Then in small type, boxed in the middle of the space, Mr. Joseph goes on to say:

"We are shipping these pods to all parts of the United States and Europe. If you wish to remember your absent friends with these beautiful tokens, we suggest that you place your order at once, as the supply is limited."

I think there is no doubt that copy of this kind has brought the Joseph store a lot of good business. There is enough of mystery about the announcement to encourage people to visit the store to see what these remarkable Oriental Pods can be, and once there the majority of them probably have made purchases or left orders. Incidentally I might say that these pods are exceedingly useful for decorating a store window. They always attract attention, and have been used by many florists with distinct success.

The Foster Floral Co., of Oklahoma City, have also been getting out some good copy lately. They use the stock cut at the top of the copy to attract attention, and underneath in a lead box make the following announcement:

Flowers by Mail

Regardless of where you live in Oklahoma you can get Foster's flowers, crisp and fragrant, by mail. A letter to us with your name and address will start them to you or to any persons to whom you wish to send them.

Flowers packed in wet moss and oiled paper in a neat box. Rushed to destination by special delivery parcel post.

For mail delivery, add 35c. to check or money order. This also pays for insurance. Or for \$1.00 additional, we can send flowers by telegraph to any address in the United States.

SPECIAL OFFER CHOICE JAPAN IRIS

True to Name

LARGE UNDIVIDED CLUMPS

Can be divided into four to six strong divisions, 25c. each.

Am't.	No.	
1000	120	Sano-watashii, double, tall, pure white, early.
600	122	Bandai-no-nami, double, tall, very free, white, showy yellow bend.
75	123	Shiga-no-namami, double, large, purple splashed.
40	129	Sofu-no-Kai, double, mid-season, large, light blue veined purple.
100	137	Kasugano, double, light blue, faintly veined royal purple.
50	157	Wase-Banri, single, large, pale blue splashed royal purple.
50	166	Iso-no-nami, double, blue, splashed and blotched purple.
75	149	Manadzuna, single, royal blue, blotched white.
100	9	Ho-o-jo, double, white, overlaid delicate pale blue.
50	23	Shiritaki, single, tall, pure white.
40	18	Namuri-shi-bon, double, late, purple, blotch and overlaid blue.
100	26	Sivibijin, single, rosy purple.
75	40	Single, royal purple.
70	103	Single, rosy pink, suffused with carmine.
500	200	Pyramid, double, large, deep blue, suffused with royal purple.
20	201	Urcin, double, tall, royal blue, veined white.
800	200	Kumo-no-nye, double, late, rich royal purple, suffused with royal blue.

We are now dividing and transplanting our Japan Iris. This list is the cream of many varieties imported from Japan and Europe.

The Elm City Nursery Company

Woodmont Nurseries, Inc.

New Haven, Conn.

Introducers of BOX-BARBERRY and IBOLIM PRIVET

FIELD GROWN Carnation Plants

	100	1000
2000 Delight	\$15.00	\$125.00
5500 Ward	15.00	125.00
100 Benora	15.00	
1000 Bernice	18.00	

W. D. HOWARD

150 South Main St., Milford, Mass.

AMBLER SCHOOL REOPENED

The School of Horticulture for women at Ambler, Pa., has again opened its doors after the summer vacation, and with a large attendance. The greenhouse and gardens are very attractive, and are being carried on under the instruction of Miss Irene B. Nicolson. Miss Edith Thomas, instructor in poultry husbandry, has been recently added to the staff. Miss Ruth Anne Gerhard leaves the school this year, having accepted a position at the National Park Seminary, Forest Glen, Md.

ASPARAGUS PLUMOSUS, 3 inch, \$50.00 per 1,000.

VERONA FERNS, 2¼ inch, pot bound, fine plants, \$55.00 per 1,000, \$6.00 per 100.

NARROWS NURSERIES

92nd and 1st Ave. BROOKLYN, N. Y.

Mr. Foster then goes on to give a list of prices, something which I have long remembered as being good advertising, especially if the prices are not too high.

For a short, concise advertisement showing only two inches, single column of space, Arthur Cann, of San Jose, Cal., is supplying excellent copy. He starts it off with "Say It With Flowers," in large black type. Then continues in smaller type:

"Would you send a message of love or of friendship? Say it with flowers—lovely, fragrant flowers from Cann's. We are ready to deliver your box of flowers anywhere, anytime."

The Central Floral Co., of Detroit, uses a little side line in its advertisement which ought to be helpful. It is generally set in small, black faced type, and reads: "If it is inconvenient to come down, a phone call will satisfy you completely."

HORTICULTURE

Vol. XXXII

OCTOBER 2, 1920

No. 14

THE TALK OF THE TRADE

As everyone expected who knows anything about the Messrs. Budlong, they were not long coming back after their hailstorm wreck, but it is a surprise indeed to hear that Monday morning of this week five thousand roses were sent by them into the Boston market. They are now making regular shipments and the stock is coming back with a rush. It must be remembered that there was not one single rose house on the place that didn't lose practically every pane of glass, so this cut stock is not coming from plants which were not disturbed and beaten up. I understand that there were approximately five hundred and fifty men at work housing in, and on Saturday, the 25th, about two-thirds of the place was covered. Probably by the time these notes appear the last light of glass will be set. This is what I call wonderful work, and they deserve all the credit in the world for the push and energy they have displayed.

Indications throughout the East at least point now to a general shortage of stock after the early and midseason chrysanthemums are out of the way. From that time on I doubt if there will be any great quantity of cut stock offered, at least not more than the market will very readily take care of. The chances are strong that the cut flower grower will get good returns for his stock. As the weeks pass, drawing into the fall, there is a continuous report of growers who are either closing down entirely or in part. To my mind this will bring about the natural result of a strong call for young stock in the spring. As soon as the sun begins to climb and heating troubles lessen, much of this glass which has been closed will reopen with the consequent strong demand for stock of every description. Rooted cuttings and young plants for spring sales will find callers aplenty and at prices which will be up to the market of last season.

I have talked with quite a number of growers who specialize in growing young stock for wholesale, and while one and all seem to feel that in general the prices of last season should hold, there is no particular tendency to attempt to boost these prices, and personally I think that they are now

about where they should stand for the time being. It is very apparent that the grower is not getting more than he deserves for the stock, but on the other hand I doubt if the buyer will be justified in paying any particular increase. Long-headed growers with whom I have talked are all laying their plans to operate all of the glass that they can possibly keep in commission and to be prepared with all the young stock that they can turn out for the early spring. The object of all is to keep every single square foot of space working hard every minute. The grower who does this has a very good chance of coming through the season well pleased with the volume of business and the financial results.

Growers with whom I have talked who raise their own stock and sell direct to their own retail trade have been very well pleased through this season with the returns they received from hardy lilies such as *Magnificum* and *Rubrum* in particular, but also *Album* and *Auratum*, and I think that this line of lilies could well be handled by every retailer who grows his own stock. The new crop of hardy lilies is of course, not due to arrive until close to December 1, but it is not too early to get your orders in if this has not already been done. As is the case with all other crops of lilies, they will be in rather short supply.

Reports are that a strong call has started already for such stock as *Crotons* and *Dracaenas* in the smaller sizes for work in mixed baskets and hampers, and it is a good plan to get this stock on hand and work into good hardy condition for the fall and winter trade. The narrow leaf type of *Crotons* are particularly good; the varieties *Golden Thread* and *Delicatissima* are probably as attractive as any of them, and there is a most wonderful collection of *Dracaenas* in a wide range of colors and varieties. Before the winter flowering *Begonias* and *Cyclamen* are in their prime, these fancy foliage plants fill in in fine shape.

There is a shortage of *Ficus Elastica* at this time in 2½ or 3-inch pots, and growers who plan to buy from August on into the fall in the smaller sizes to grow on find it difficult to get this stock. Anyone who has a surplus in the small sizes would do well to offer it as will be picked up readily.

Well grown plants of the various types of *Adiantum* are always good for retail store trade. *Cuneatum*, *Gracillimum* and *Hybridum* are of the more common types, but they make good hardy plants and stand up well in the house. For fancy purposes, of course, there is nothing more handsome than *Farleyense*, but for an all-round fancy *Adiantum*, the newer variety, *Farleyense Gloriosum* is I think the best of the lot. When



Adiantum Gloriosum

well grown this makes a handsome plant. The rich coloring of Farleyense is still held with a more hardy and rugged constitution. It holds better in the house, is not so heavy and consequently less liable to injury. Fine stocks of this variety are being offered this season and the retail stores are showing it up in fine shape, both as single plants and in combination with other subjects.

I find that the new aluminum foil being put out by the Pittsburgh Cut Flower Co. is a great convenience. It is put up in one pound rolls, and can be torn off just like a piece of tissue paper. Exactly the right length can be taken, so that there is really no waste in its use. The foil is about ten inches wide, and comes in rolls which weigh a pound. By keeping the roll in a handy place it is always ready for use, and makes a decided saving in time.

Signs seen in a florist's windows the other day.

First window: "Fools step in where angels fear to tread."

Second window: "But if you will insist on getting married, get the wedding flowers here."

Wonder what he's sore about?

THE BOSTON SHOW

The show at Horticultural Hall last Saturday and Sunday was the first disappointment of the season. The exhibits were not nearly so large and extensive as was expected, but perhaps this was because it was a little early in the season for a good fruit show. What fruit was shown was of good quality and included several specimens of uncommon varieties. A few tables of vegetables were shown, an especially interesting feature being seventeen varieties of tomatoes from Faulkner Farm.

The Blue Hill Nurseries had a fine collection of herbaceous perennials, among which was noted *Aster turbinatus* var. *Blue Hills*.

R. & J. Farquhar & Co. had a good collection of bulbs and plants.

The handsomest exhibit undoubtedly was that of orchids made by A. C. Burrage, for which he received a gold medal. The awards were as follows:

AWARDS FOR FRUITS. Hillcrest Prizes. Apples—Baldwin: 1st, A. P. Smith; 2d, Hillcrest Gardens. Bellflower: 1st, W. A. Stone. Fall Pippin: 1st, Hillcrest Gardens; 2d, Faulkner Farm. Fameuse: 1st, George V. Fletcher. Golden Russet: 1st, Hillcrest Gardens. Gravenstein: 1st, George V. Fletcher; 2d, Julius Meurlin; 3d, A. P. Smith. McIntosh: 1st, A. P. Smith; 2d, Hillcrest Gardens. Northern Spy: 1st, George V. Fletcher; 2d, George F. Stewart. R. I. Greening: 1st, A. P. Smith; 2d, Hillcrest Gardens; 3d, Faulkner Farm. Sutton: 1st, George V. Fletcher. Tolman Sweet: 1st, George V. Fletcher. Twenty Ounce: 1st, George F. Stewart.

Any other variety: 1st, A. P. Smith. Wealthy: 2d, Isaac H. Locke. Wealthy: 3d, Julius Heurlin. Winter Banana. Crab Apples—Hyslop, 24 specimens: 1st, Julius Heurlin; 2d, Faulkner Farm; 3d, George F. Wheeler. Any other variety: 1st, Hillcrest Gardens. Pears: 1st, Edward B. Wilder; 2d, John Bauernfeind; 3d, George V. Fletcher. Belle Lucrative: 1st, Mrs. Elbridge Torrey; 2d, Edward B. Wilder; 3d, F. W. Dahl. Bose: 1st, W. G. Kendall; 2d, George F. Stewart; 3d, George V. Fletcher. Dana Hovey: 1st, W. G. Kendall; 2d, F. W. Dahl; 3d, George V. Fletcher. Louise Bonne de Jersey: 1st, Mrs. Elbridge Torrey; 2d, F. W. Dahl; 3d, Faulkner Farm. Seckel: 1st, W. G. Kendall; 2d, George V. Fletcher; 3d, Faulkner Farm. Sheldon: 1st, Mrs. Elbridge Torrey; 2d, George F. Stewart; 3d, Faulkner Farm. Any other variety: 1st, Edward B. Wilder; 2d, Faulkner Farm. Worden Seckel; 3d, John Bauernfeind. Peaches—any variety: 1st, W. G. Kendall; 2d, F. W. Dahl. Quinces—any variety: 1st, George V. Fletcher; 2d, Isaac H. Locke; 3d, Edward A. Clark. Melons—3 specimens: 1st, Faulkner Farm. Honey Drop; 2d, James Donald, Sutton's Triumph; 3d, James Donald, Blenheim. Grapes—Brighton, 6 bunches: 1st, John Bauernfeind; 2d, Hillcrest Gardens; 3d, W. G. Kendall. Concord: 1st, John Bauernfeind; 2d, Mrs. M. J. Merrill; 3d, James Donald. Delaware: 1st, W. G. Kendall; 2d, Chales W. Libby; 3d, Hillcrest Gardens. Eaton: 1st, Peter Anderson. Herbert: 1st, Charles W. Libby; 2d, Hillcrest Gardens; 3d, John Bauernfeind. Moore's Diamond: 1st, John Bauernfeind; 2d, Peter Anderson; 3d, Hillcrest Gardens. Niagara: 1st, Peter Anderson; 2d, Hillcrest Gardens; 3d, John Bauernfeind. Wilder: 1st, John Bauernfeind. Worden: 1st, Peter Anderson; 2d, John Bauernfeind; 3d, Mrs. M. J. Merrill. Gratiuties: Peter Anderson, Seedling Grape No. 17; E. A. Adams, display of Seedling Grapes.

AWARDS FOR VEGETABLES. Hillcrest Prizes. Beans—String, green, 50 pods: 1st, Faulkner Farm. Sutton's Perfection; 2d, Faulkner Farm. Plentiful; 3d, D. R. McLean. Wax, 50 pods: 1st, Faulkner Farm; 2d, James Donald; 3d, James Donald. Collection, dry shell beans, four varieties, one pint of each: 1st, A. L. Stephen; 2d, Faulkner Farm; 3d, Faulkner Farm. One pint of any dry bean: 1st, Faulkner Farm; 2d, A. L. Stephen; 3d, D.

R. McLean. Cabbage, 3 heads: 1st, Hillcrest Gardens; 2d, Faulkner Farm. Cauliflower, 3 heads: 1st, Hillcrest Gardens; 2d, A. P. Smith. Celery—4 bunches: 1st, Hillcrest Gardens. Paris Golden; 2d, Hillcrest Gardens. White Plume. Swiss Chard—4 bunches: 1st, Faulkner Farm. Sweet Corn—12 ears: 1st, F. S. DeLue. Golden Giant; 2d, Faulkner Farm. Golden Giant; 3d, Hillcrest Gardens. Golden Bantam. Field Corn—12 ears, traced: 1st, Wilfrid Wheeler. Egg Plant—4 specimens: 1st, Faulkner Farm; 2d, Hillcrest Gardens. Potatoes—12 specimens: 1st, D. R. McLean. Nebraska; 2d, D. R. McLean. Early Rose; 3d, Hillcrest Gardens. Irish Cobbler. Tomatoes—12 specimens: 1st, Faulkner Farm. Farm, Stone; 2d, Hillcrest Gardens. Stone; 3d, Hillcrest Gardens. Bonny Best.

Gratiuity: Faulkner Farm, collection of 17 varieties of Tomatoes.

AWARDS FOR FLOWERS. Gratiuties: Blue Hill Nurseries, collection of herbaceous perennials.

Gold Medal: A. C. Burrage, unique display of choice Orchid plants in flower.

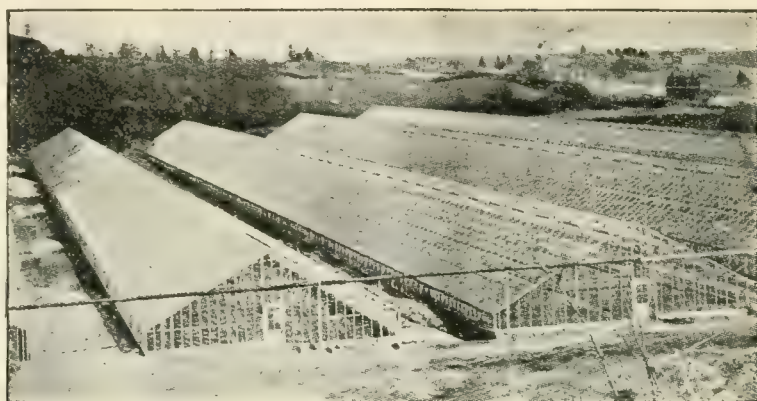
First Class Certificate of Merit: Blue Hill Nurseries, *Aster turbinatus* var. *Blue Hills*.

Honorable Mention: A. C. Burrage, *Cattleya Fabia*; *Cattleya Petersii*; *Cattleya Gaskelliana alba*; and for *Cypripedium Germaine Opoix*. R. & J. Farquhar & Co., collection of Bulbs and Plants.

THE MARKET

Weather conditions in and around Boston have caused a glut in every kind of flower. On account of the extremely unnatural weather conditions, gladioli and asters are still thriving and swamp the market. Carnations are also sprouting out faster than the growers like, and this is also true of roses. Chrysanthemums are also coming along too fast, and it looks as though a very bad time would follow this hot spell.

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THE A. T. STEARNS LUMBER CO.

NEPONSET-BOSTON, MASS.

GREY DAYS

Sunshine is like smiles. It ripples. It glorifies. Yet there is also a quiet beauty in our grey days. Dull leaden skies are gloomy, but how often the grey clouds are woven in with yellow lights or are a study of varying shades of grey.

Some flowers are beautiful under grey skies or against grey rocks which lose their soft charm under bright blue skies, amidst green grass and trees;—the red bud or judas tree, fireweed, Joe-Pye-weed, and some of the sedums. Here in America we have not the old stone ruins of abbeys and castles, but they are often more beautiful under grey skies than under blue, they seem to add to the feeling of romance, the thought of other days.

Under a grey sky we often see more detail to the landscape than under the glare of the sunshine, and the colors are more marked. A field of golden-rod against purple hued hills with dark pines and spruces under a grey sky with some old stone-walls crossing the fields, is a picture which makes our New England dear to us. Such a field is like a gentle woman who does not sparkle with gayety, but is good to go to for peace and rest and comfort. It is the charm of the subdued quiet ways of life.

M. R. CASE

Hillcrest Gardens, Weston, September 15th, 1920.

PACKING CUT ROSES

Long-stemmed roses, especially Beauties, are being cut now, and care should be taken in packing them to ship them to market. If they are to travel a long distance, it is best to tie them, and this is a simple matter, for after the roses have been packed, a piece of rope can be run around the outside of the box and then introduced within, through the sides, wherever wanted. Then the two ends can be tied over the stems. This plan keeps the flowers from sliding around and prevents their getting bruises and broken. It is a good plan, also, to put a double thickness of newspapers between the layers of stems, every three or four rows, in order to keep the thorns from puncturing the leaves. Thorny varieties should always be packed in this way, as when the leaves are damaged, the buds do not show off as well as they should, and consequently do not bring the high prices which they otherwise would. If you pack two layers of roses in one box, be careful not to have the white roses at the bottom, for they show bruises more readily than roses of color, and the blooms at the bottom of the box

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are almost certain to get bruised more or less, no matter how carefully the packing is done. As a matter of fact, it isn't a good plan to use double layers, except with short material, such as No. 3 Beauties, and roses of no great value.

Fred Duncan now has charge of Mrs. C. M. Goodyear's estate, Buffalo N. Y.

Mr. D. D. P. Roy is a new addition to the sales force of the American Bulb Company, Chicago.

PRIMULA TOWNSENDII, our selected strain, out of 3 inch, ready for 4 1/2 inch pots, \$15 per 100.

DRACAENA INDIVISA, field grown plants, ready for 5 1/2 inch pots, \$25 per 100. No orders accepted for less than 100.

BOUGAINVILLEA SANDERIANA, fine specimen plants, \$2 \$4 each.

OTAHEITE ORANGES, field grown plants, ready for 5 1/2 inch pots, \$1 each.

A. L. MILLER

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NEW YORK

James Lyon has been appointed gardener to Miss M. M. Hall, Northport, N. Y.

Mr. Earl, formerly a partner in the Quidnick Greenhouses, Anthony, R. I., has withdrawn from the concern, the business now being operated by Mr. Shuman and Mr. Lamont.

HORTICULTURE

Established by William J. Stewart in 1904

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Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

The following is so much better than anything that we can write that we are submitting it without any apologies except to the New York Sun, from which we borrowed it:

Strike and the world strikes with you, work and you work alone; our souls are ablaze with a Bolshevik craze, the wildest that ever was known. Groan and there'll be a chorus, smile and you make no hit; for we've grown long hair and we preach despair, and show you a daily fit. Spend and the gang will cheer you, save and you have no friend; for we throw our bucks to the birds and ducks and borrow from all who'll lend. Knock, and you'll be a winner, boost and you'll be a frost; for the old sane ways of the pre-war days are now from the program lost. Strike and the world strikes with you, work and you work alone; for we'd rather yell and raise blue hell than strive for an honest bone. Rant and you are a leader, toil and you are a nut; 'twas a bitter day when we pulled away from the old-time workaday rut. Wait and there'll be a blowup, watch and you'll see a slump, and the fads and crimes of these crazy times will go to the Nation's dump.

It is interesting to find a general tendency on the part of the florists, especially of retail florists, to take part in various flower exhibitions, large and small. This tendency has increased notably since the war, during which time exhibitions were largely suspended. Formerly florists paid but little attention to the small shows, apparently thinking they were hardly worth their while. The shows were, and still are, in the hands for the most part of amateurs and semi-professionals, but it has been found that much can be done to increase their value, and interest for the public, by staging exhibitions from professional growers and retail florists. The latter, on their part, are finding that such shows are worth the time and attention required to stage a worthwhile exhibit, because of the intimate contact which they bring with the flower-loving public and the advertising which is bound to accrue from the prizes awarded them, as well as by the notices which they get in the local papers. It is one of the most helpful signs of the times that the small shows are receiving the

co-operation of the professional flower grower and seller.

There is room, however, even at the larger shows for better displays and more of them on the part of florists, particularly in the line of flower arrangements, table decorations and the planning of color schemes. Perhaps the Massachusetts Horticultural Society has been remiss in some ways so far as making its shows cater to the general public, but it seems to have struck a new note in its plans for the coming year. If these plans work out as agreed upon tentatively, there will be a large number of small shows, and at each of them there will be lectures or talks about the principal flowers exhibited, and other ways of making the shows useful to the amateur. This plan is due largely to the enterprise and far sightedness of Miss Marian Roby Case, whose articles in HORTICULTURE have attracted no little attention.

Miss Case believes that shows of this character ought to be more than mere flower exhibits, and by her generosity is making it possible for new methods to be introduced. These methods are so sound and promise so much that they are almost certain to be taken up by societies in other parts of the country, with the result that there will be an awakened interest on the part of the flower-loving public, a much larger attention because of the increased benefits received and naturally a financial support which has been withheld in the past.

After all, the purpose of the public flower shows should be to serve the needs of the small growers and this is something which will be of benefit to all horticultural interests, commercial or otherwise, because it will certainly stimulate the growing and buying of plants, seeds and flowers. It is a long step in the right direction.

Many guesses have been hazarded within the past year as to the bulb situation this season. Apparently this situation is crystalizing rapidly, and the fact is evidenced that in many varieties there are plenty of bulbs, and at prices which are far lower than anticipated. The bulbs have been marketed in such a way, however, that there has been much dissatisfaction on both sides of the water. In England, as here, early in the season the impression was given that the supply was none too plentiful, especially of Dutch stock, and that prices would naturally have to rule high. The Dutch growers organized closely, and put up a stiff program. This program, however, has not worked out as expected. High prices were reached early in the selling season, but buyers soon balked, stocks piled up, and as a result bulbs are being reddled all through England at ridiculously low prices.

It is true that there is much feeling across the water because of Quarantine 37, and a general desire on the part of many foreign growers to get back at this country in the only way which seems possible, that is, through exorbitant prices. It is pointed out that this quarantine has meant ruin for many plant growers, especially in Belgium. And in this connection it is worth mentioning that very persistent efforts are being made across the water to bring about some solution of the problem. Large stocks of azaleas and other plants exist in Belgium and Holland, and the American outlet is about the only one which would bring about their dissemination. Negotiations have been started, we understand, with the Federal Horticultural Board, looking to some sort of arrangement which will permit the sending in of many plants now barred, under certain restrictions. With these efforts being supplemented by increased activity on the part of horticultural societies throughout the United States, looking to the same end, it would seem as though the Federal Horticultural Board would have to agree upon some sort of measure which would ameliorate the present difficulties.

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Flowers Under Glass

From now on the benches will not dry out as easily as they have during the summer, and it will be necessary to water them in spots when the rest of the house is wet enough. Especially watch the front of the benches for if they are allowed to get too dry the roses will be checked in their growth. When watering, be careful not to use too much pressure so as to wash the surface or injure the plants. Of course it takes more time to use a slow stream, but the end justifies doing so. Sometimes poorly advised employes flood the benches. This is very bad practice, washing out much plant food. At the same time enough water must be given so that the soil will be wet thoroughly and evenly all through. Make sure that your benches have no dry spots when the watering has been completed. See also that they are mulched, for when the earth is exposed the roots do not make nearly as good growth.

Box or pot up the Dutch bulbs as soon as they arrive. They cost too much to leave them lying around for even a few days. When the work has been completed, give them as much water as the soil will take up. This has the effect of plumping up the bulbs, and putting them in the right condition to make a good start. Then store them away in a coldframe, or if you have one, a bulb cellar, and keep them dark and moist until they have made a good, strong root growth. You ought to have a good compost when potting up the bulbs, one consisting of, say three parts good loam and one part of dry cow manure, with some sharp sand added. Oftentimes a compost from the carnation or rose house, with a little fresh loam and old manure added will serve very well.

Bouvardias can be lifted before hard frost and stored in flats of soil for stock. If desired, however, they can be planted instead in a bench in a warm house to give a crop in February and March. They are not hard to lift if you take a little ball of damp earth with them, but they are sure to wilt badly, and be slow in recovering, if the earth is shaken off. After the plants have been lifted, give them shade for a few days. They like a

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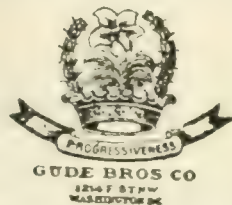
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temperature of 60 degrees at night. Although Bouvardias may not be as popular as they once were, they are still good sellers, and every florist needs them.

If you are handling seedling primulas, calceolarias, and cinerarias keep them cool and give them plenty of ventilation. Remember that all plants which have been lifted from out doors and potted up must be kept well sprayed and given light shade until they are re-established indoors. Crinums and other bulbous stock should have finished their growth before they are lifted. This serves to keep them dormant much longer in the spring.

It is time to prick out pansies, violas, double daisies, myosotis and similar plants for spring sales. Be sure that the geraniums have plenty of ventilation and all the sunlight they can get. Water them only when they show signs of drying out. This is a good time to lift, divide and replant almost all kinds of hardy perennials.

Orchids require less shade now that the days are getting cooler and need as much light as they can get. By the middle of October such orchids as Cattleyas, Laelias, Odontoglossoms, Dendrobiums and Miltonias can stand full sun. They must have plenty of ventilation, though, and you should be careful to change the air at least once a day. Be very careful about watering orchids now that dark rainy days are common. Whatever watering is needed should be done early in the morning so that the plants will have a chance to dry out before night. Discontinue overhead syringing but gradually, and when syringing is done let it be on bright days in the morning. Use only a fine, misty spray.

NEWS NOTES

The Bristol Nurseries Company, Bristol, Ct., have filed incorporation papers with the secretary of state, showing capitalization of \$50,000. The incorporators are Paul M. Hubbard, Alex. Cumming, Jr., and Lila T. Cumming, all of Bristol.

At the Essex County Agricultural Fair at Topsfield last week, William H. Symonds, florist of Marblehead, Mass., won eight blue ribbons for the best exhibition of flowers.

William W. Kline, proprietor of the Mohican Peony Farm, Springmont, Pa., has sold his establishment to David W. Sternbergh, who will continue and enlarge the business.

Derrick, the florist, has temporarily moved to a new location on Chestnut street, Oneonta, N. Y. As soon as alterations are completed, he will move to the lobby of the Oneonta Theater.

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George Watson's Corner

"You in your small corner and me
in mine."

No doubt Tom Roland is already thinking of his high duty as a public official and worrying about the big speech he will have to write in advance. It takes some thinking that speech which only some of us hear delivered, but which is always printed so that from Maine to California he who runs may read.

There are various things Tom must think about, out on that wave bound island of his. (No, it isn't exactly an island in the Atlantic Ocean, but pretty near it. The handle is thin and could easily be cut off.) As the billows boom over his midnight slumbers what is he thinking of, who can tell? Fan tan in Hong Kong or prohibition in Quebec. Whether to aeroplane to Europe and locate in Berlin where there is still some good Pilsner or take a taxi to the nearest steamer to London via Boston and sit down in the old Oxford in Piccadilly and say "How" like a human being once more. In any event the speech will be a very difficult one to write because Tom will be lacking in enthusiasm for his adopted country. He will be thinking of the plant and flower quarantine oligarchy one minute and the next minute about the Volstead invasion of a man's personal rights—the right the Anglo Saxon has always fought for—"a man's house is his castle." On the public highway we do as the community orders. In your home—that is your business. No one has a right to tell you what you shall eat or drink. If we all get together and make a speed law limit we all keep it, but to issue edicts without consulting us, that is false to all fundamental laws of democracy as understood by the American people. The great Aristotle to whom we always go back when in doubt says about government: "That form of government which is best administered is the best."

This means no matter whether it's a King or a democracy, the administration is the big point.

In that connection let me quote a good thought by Henry Morley on Aristotle. It will be refreshing to most of you:

"Great wealth he regarded as like great poverty, a great evil; strength and happiness seated in the mean, that enabled a man to maintain body

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and mind in vigor, and do his duty to his home and country."

That system of government is best which is best administered.

Boys get that into your system. Don't let us go crazy about Democracy. It may go rotten also just the same as Aristocracy may. Look at the Horticultural Board in Washington today. It is supposed to be a democracy but is more of an absolute monarchy than anything ever heard of since Aristotle's day.

Ain't we a bunch of pure and simple simps to stand for it. Good Lord! we ain't men! we're monkeys.

I was talking with a man high up in government affairs and told him about the Oligarchy—alias the Horticultural Board of Washington. He was very much astonished. Found it hard to believe that a bunch of understrappers could have worked up such an underground school and secret society of Bolsheviks in an open and above board democracy like ours. But when he heard a few facts—whew! What do you think he said? He said this: "If you can spare the time to take a run down with me to a certain party in Washington that you and I both know personally the whole thing will be wiped out at one swoop and don't you forget it. We felt very much like throwing down our shoe makers' last, throwing our spectacles in the discard and going to it right there and then. We could see their finish and a good riddance. But of course there's always a but, and the but was this: always go easy with

your reforms. These boys are doing a lot of good and things are going nicely if the kids would only behave. So let's postpone it a little and give them one more chance to pull in their horns and try and find some better way to exercise their glowing shafts of energy than in stopping the orderly affairs of us poor humans. So he said all right we'll call it off for a little. But tell those fellows what's coming to them if there's any more of this silly stuff. This is a democracy. The people rule. We will stand for no kings or cabals.

A retail flower shop will be opened in the borough of Lansdowne, Pa., on Oct. 8 by Chris Barke. He will conduct it under the name of the Lansdowne Flower Shop.

The periwinkle is about the last flower one would expect to see in the cut flower market and yet we have noticed it here and there the past ten days. Twenty-five cents a bunch. We carried a spray 'round to the 'poets' corner' at Kelly street and presented it to Tom Daly, remarking here laddie here's one that was named by your old Grecian friend Pliny. Is that so, very interesting, but we don't pronounce it Pliny like you do—we pronounce it Pleeny. Is that so indeed. Well please understand that yours truly uses the Boston accent and old Paul Revere and Chris Attucks were as good Sinn Feiners in their day as any emotional and superior Philadelphia Celt of the present day and we prefer to stick fast to good precedent.

Besides, according to Josh Billings, another good authority, a man has as good a right to pronounce a word the way it ain't spelled as to spell a word the way it ain't pronounced. All right old top, says Tom, Ill put it in my buttonhole anyhow—and thank you. The reader no doubt thinks this is a long story about a little thing like Vinca minor, but what we really wanted to remind people of, now that fall seeding of lawns and grounds is in order, was that this is an excellent hardy trailer for growing under trees where it has been found impossible to make grass grow. So you see there is a little saving grace in this tale of the trailing myrtle, after all.

NEW NURSERY FIRM

Alexander Cummings is to leave the employ of A. N. Pierson, Inc., at Cromwell, Conn., where he has been for seven years in charge of the landscape and nursery department as well as the perennials. Before coming to Cromwell he was for eight years in charge of Elizabeth park in Hartford. Mr. Cummings is to form a partnership with Paul M. Hubbard, a Bristol florist, which will be known as the Bristol Nurseries, Inc. The new firm will go into the nursery and landscape gardening business on a large scale.—Hartford Times.

ENLARGING PEONY GARDEN

On Monday of this week Mr. E. L. Parker received at Fayetteville railroad station, 27 barrels weighing 2,908 pounds of peony roots, being an advance shipment of 10,000 peonies for his enlarged peony garden. Mr. Parker had in flower this summer nine of the ten varieties that took the highest honors at the American Peony Association Show in Reading, Pa., in June.

He says he has sent a check for one root of the other one and expects that will blossom with the others next summer.—Fayetteville, N. Y., Bulletin.

The Steamer Edward Lockenbach recently arrived in New York City with fifteen million Dutch flowering bulbs including tulips, hyacinths and narcissi.

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RESOLUTIONS ADOPTED BY THE NATIONAL ASSOCIATION OF GARDENERS

The following resolutions were adopted by the National Association of Gardeners at its recent convention in St. Louis:

WHEREAS, it has become quite evident that if sign board interests are permitted to continue unmolested they will soon succeed in the despoilation of the beauties of the natural scenery along our highways,

THEREFORE, BE IT RESOLVED, that the National Association of Gardeners take the initiative to institute a country wide propaganda to arouse an indignant public sentiment against the sign board interests, and certain national advertisers who are with unsightly sign boards defacing the landscape views along our highways, and

BE IT FURTHER RESOLVED, that the National Association of Gardeners invites all other organizations, interested in having the natural scenery along the country's highways, protected and conserved, to co-operate with it in suppressing the sign board vandalism.

NEW SOURCE OF MOSS

A new source of moss seems to have been discovered in Mason County, Washington. One of the papers contains the following:

"Another heretofore wasted natural resource common in Mason County has found commercial importance and has added that much to the avenues of making some extra money by the rancher. The latest is the moss which grows thick on the maple trees in the shaded valleys and which is in demand for packing purposes by florists and nurserymen.

"This week a shipment of some 300 bales gathered in the Skokomish Valley was shipped from Union City to San Francisco, the average weight of the bale being 75 pounds, bringing about 3 cents a pound. As the moss is found in large quantities convenient to the road in the Skokomish Valley it was gathered and brought to a central place, where it was baled in an ordinary hay baler and hauled by trucks."

Frank B. Smith has opened a new store at 33 King street, West Hamilton, Ont. He has the new store completely equipped, which is very attractive, much use having been made of mirrors to set off the interior decorations. For several years Mr. Smith was manager of the John Connors Store.



Be sure and get Meyer Threads and take no other.

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RAMBLING OBSERVATIONS OF A ROVING GARDENER

Japanese anemones have been blooming remarkably well this season and under good cultivation make one of the best shows of any late flowering plant. Of the standard varieties of *Anemone Japonica*, in pure white, *Japonica Alba*, Whirlwind and *Geante Blanche* are the best. Good, tall, pink sorts are *Queen Charlotte*, *Alice*, *Lorelei* and *Rosea Superba*. *Prinz Heinrich*, *Brilliant* and *Purpurine* have carmine and magenta shades. As a rule, Anemones prefer a light soil, well drained, with plenty of humus. The Japanese class is particularly responsive to richly manured ground, surface mulching and a half shady position in the Middle Atlantic States, with an open sunny exposure in the North.

It seems to me that the rose growers of New York are setting a pace for those in other parts of the country. Rose growing around Syracuse, Utica and other cities in Central New York has received a tremendous impetus, largely I presume on account of the enthusiastic efforts of Rev. Mr. Mills. The latest enterprise is the movement

to plant roses all along the highway between Syracuse and Auburn. The Auburn Rose Society is fathering the movement and has asked the Syracuse Rose Society to co-operate. This would certainly be an excellent feature and one which would receive the enthusiastic approval of motorists. The railroads have found it worth while to make plantings of climbing roses, especially *Wichuraianas* along their lines, and there is no reason why state highways could not be beautified in the same manner.

Gardeners on private places where there is no steam and only small houses of roses can accomplish good results in getting rid of mildew by putting a lantern or two in these houses at night, turning the light about half way up and sprinkling a layer of sulphur over the top of each lantern. No danger will be found in this practice if the light is not turned too high, and if a little air is left on. Mildew will be killed readily, and then with a little heat from the hot water system there will be no difficulty in keeping it in check. It is not a good

plan to use oil stoves for burning the sulphur, as they are almost certain to get too hot, with the result that the sulphur itself gets on fire and the crop is ruined. A little experimenting with lanterns, however, will show just how high to have them turned up, and show the practical value of the plan. Be sure to have the plants wet at the roots when vaporizing sulphur in this way.

A British eye is quick to note the serious application of the Belgian people to industry, says a writer in the *Manchester Guardian Commercial*. So far as the countryside is concerned, it seems to be a land of no leisure and no color. One looks in vain for a football ground, a tennis lawn, a cricket pitch—even for children at play in a meadow. There is a similar scarcity of flower gardens. Round the towns the villas have very fine lawns and gardens, and the nurseries furnish the flower-women on the Grand Place in Brussels and the Place Verte in Antwerp with gorgeous blossoms; but the cottage gardens so familiar in England simply do not exist. The train runs through mile after mile of land cultivated up to the very doors of the farmhouses and cottages without revealing a single rose-bush or Hollyhock anywhere.

At the September meeting of Lancaster County Florists' Association with President Willis B. Girvin of Leola, Pa., Mr. L. C. Dyer gave an interesting talk on his trip to Portland, Ore. as a representative of the Kiwanis Club. In speaking of the roses he made a point of the fact that in building a new section one party would plant a garden of roses adjoining the street and every one along that street would follow suit. One thing that struck him as peculiar was the fact that almost every garden along the street had a pair of scissors hanging convenient, with a little card announcing that if you wanted a rose you were to cut it off and welcome.

Wagland, the Florist, of Lawrence, Mass., has been making a vigorous opposition to the smoke nuisance of the mills. He claims that his business is hurt by the cinders and ashes falling from the smoke.

The Boston Park & Recreation Department has asked for bids for building a range of greenhouses at Franklin Park.

Mr. Wm. C. Newton, has moved part of his florist establishment from Provincetown, Mass., to Hyannis, and intends to have the latter the center of his business, keeping one house in Provincetown as a branch.



Anemone Japonica Queen Charlotte

NEWS NOTES

William J. Devery has been appointed gardener on the George Fearling estate, Westwood, Mass.

Thomas W. Head, formerly superintendent of Melody Farm, Lake Forrest, Ill., is now superintendent on the Herbert Straus estate, Red Bank, N. J.

Harry Forest, Jr., and Miss Selma Florin have bought the flower shop of Charles Doherty at McKeesport, Pa. the name will be carried on under the name of the F. & F. Flower Shop.

George Dennis will have charge of a new greenhouse now being erected by the Grand Trunk Railway Company at Battle Creek, Mich.

George F. Crosman, formerly a well known seedsman at Rochester, N. Y., died recently at the age of sixty-nine years.

T. D. Hefko of Marshfield, Wis., has originated a new double snapdragon which he calls June Hefko and which is being handled by the local trade. It is pink in color, very compact, and seems to be an excellent flower for retail work.

Last Saturday afternoon, Charles H. Totty who is just back from his trip to Europe, was given a welcome home dinner at the Mansion House, Morristown, N. J. Those who attended the event met in New York and motored to the rendezvous. A very happy time was enjoyed and Mr. Totty spoke interestingly of his trip across the water.

The Kansas City Florists' Club has elected the following officers: President, T. J. Noll; vice-president, W. J. Barnes; secretary, Wm. Wade; treasurer, L. R. Bohannon. A committee to draw up by-laws consists of N. E. Carter, Hugo R. Neff, Arthur R. Smith, Adolph Mohr, A. F. Barbe and C. A. Chandler.

Nelson Butler has been engaged to take charge of the orchid collection of W. J. & M. S. Vesey at Fort Wayne, Ind. This firm intends to greatly increase its number of plants and now has six orchid houses. Mr. Butler was for several years in charge of the private collection of George J. Gould at Lakewood, N. J.

John R. Prouty is to establish a nursery at Baldwinsville, N. Y., for the growing of gladioli, peonies and other hardy plants.

We regret to announce the death of David Weir, of Roslindale, Mass., who passed away some weeks ago, after a brief illness. Mr. Weir was very well known in the gardening fraternity, having been for several years superintendent of Faulkner Farm, in Brookline. He was an able gardener, and possessed a great many friends who will be sorry to hear of his passing.

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Gold fish, aquarium plants, snails, castles, globes, aquarium, fish goods, nets, etc., wholesale. FRANKLIN BARRETT, Breeder, 4815 D. St., Olney, Philadelphia, Pa. Large breeding pairs for sale. Send for price list.

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To be removed from estate of D. Zirngiebel, 286 South St., Needham, Mass. Double strength 10 x 14 glass, cypress sash bars, iron supports, combination iron ventilating, 2 inch hot water heating. All in fine condition—4 large houses containing about 15,000 sq. ft. of glass. The whole or any part at your own price. Address as above, or Phone, Needham 281-R (evenings).

FOR SALE: About 40 boxes 16x24 German second glass, not boxed. Also all material from dismantled cypress greenhouse 150x22½, including 18 ventilators and 18 1 inch pipe supports, all housed up and in good order. Address GEORGE MELROSE, 671 Washington St., Quincy, Mass.

GREENHOUSE EQUIPMENT

30 H. P. Hodge Boiler in good condition. Price \$200. Knowles 4½x2x4 Duplex Steam Pump \$65. Another pump, same model, \$25. Cypress Water Tank, 8x8 capacity, 3,000 gallons, \$50. New ¾ inch Hancock Inspirator, Price \$10. Two transom lifting gears and fixtures. Morehead Steam Trap complete with valves, check valves and piping, \$70. Steam valves, 1, 1¼, 1½ and 2 inch. Check valves 1¼, 1½ and 2 inch. Many hundred feet of various sizes iron pipe, elbows, couplings, reducing tees, return bends, tees, caps, etc. Price cheap. Cypress sashes, double thick imported glasses, frames, etc. D. RUNGE, 1389 Bay St., opposite Winnecunnet Lake, East Norton, Mass.

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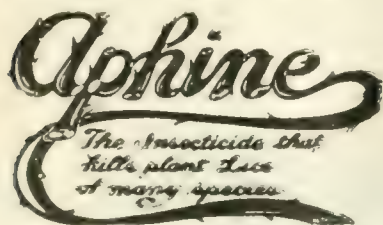
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Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/2 Pint, 30c.; Pint, 50c.; Quart, 90c.;

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40	14 in.	2.10	23.65	187.00
50	12 in.	1.45	16.50	126.50
60	10 in.	1.00	10.90	85.25
70	8 in.	.85	8.50	67.10

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

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mention **HORTICULTURE**

HORTICULTURE

Vol. XXXII

OCTOBER 9, 1920

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GARDEN

No. 15

COLORED FREESIA

(Fardel's Strain)

FOR IMMEDIATE SHIPMENT

California grown, mixed.....\$35.00 per 1,000

Separate colors, lavender, light or dark blue,
pink, yellow or orange....\$45.00 per 1,000

FIELD GROWN HYDRANGEAS

Best French Sorts

Any size you want from three to twenty branches

8c. PER BRANCH

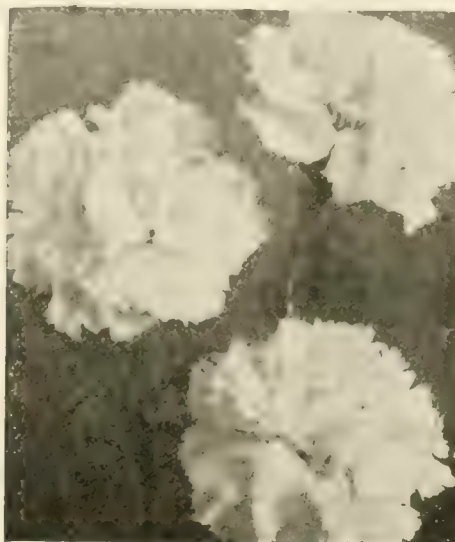
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Plant Brokers

15 Cedar St., Watertown Sta., BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.



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Carnations for the first cuts are very good indeed, and in quantity, which are doubly welcomed as Asters are about over for the season.

\$3.00, \$4.00, \$5.00
Per 100

Whites, Pinks and
Yellows of choice
quality.

\$3.00, \$4.00, \$5.00
Per Doz.

Everything in
Cut Flowers, Plants,
Greens, Ribbons and
Supplies.

Send for Price List.

BUSINESS HOURS: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK
117 W. 28th St.

PHILADELPHIA
1608-1620 Ludlow St.

BALTIMORE
Franklin & St. Paul Sts.

WASHINGTON, 1216 H St., N. W.

Winter-Flowering Roses

We still have left the following varieties in approximate quantities in good strong plants, in 3½ inch pots, ready for immediate planting, and offer same as long as unsold:

1000 FRANCIS SCOTT KEY	1000 FRANK W. DUNLOP
1000 SILVIA	1500 HADLEY
1000 AMERICAN BEAUTY	1500 COLUMBIA
2000 OPHELIA	

And one or two hundred each of the following varieties:

HOOSIER BEAUTY SUNBURST PREMIER

FERNS

NEPHROLEPIS Victoria (The Victory Fern). A beautiful, new, created form of Teddy Jr. 2½-inch pots, \$3.00 per dozen, \$20.00 per 100; 3½-inch pots, 50c. each; 6-inch, \$1.00 each; large specimens, 8-inch, \$3.00 each; 10-inch, \$5.00 each; 12-inch, \$7.50 each.

NEPHROLEPIS elegantissima compacta. 3½-inch pots, 50c. each; 6-inch pots, \$1.00 each; large specimens, 8-inch, \$2.00 to \$3.00 each; 12-inch, \$6.00 to \$7.50 each.

NEPHROLEPIS Muscosa. 3½-inch pots, 50c. each; 5-inch, \$1.00 each.

NEPHROLEPIS Superbissima. 12-inch pots, \$6.00 each.

NEPHROLEPIS Dwarf Boston. 6-inch pots, \$1.00 each.

Packing added extra at cost.

F. R. PIERSON, Tarrytown, N. Y.

FERNS

Are all pot grown and are in good, shipped without pots:—

BOSTONS and SCOTTII:—

4 inch \$3.60 per doz.	\$25.00 per 100
5 inch 5.40 per doz.	40.00 per 100
6 inch 8.00 per doz.	60.00 per 100

HOLLY FERNS, Cyrtotunum Rockfordiaum:—

4 inch \$3.60 per doz.	5 inch \$6.00 per doz.
------------------------	------------------------

BIRDS NEST—5 inch \$1.00 each

TABLE FERNS, assorted—3 inch \$6.00 per 100

COLEUS, Brillancy—3 inch \$4.00 per 100

FUCHSAIS, assorted—3 inch \$4.00 per 100

PELARGONIUMS, assorted—3 inch \$10.00 per 100

Lantanas; Heliotrope; White Swanson; Coleus; Moonvines; Salvia; Parlor Ivy; Achyranthus; Ageratum.

3 inch \$3.75 per 100

SEPTEMBER PRICE LIST READY

R. VINCENT, JR., & SONS CO.

WHITE MARSH, MARYLAND

Henry H. Barrows

FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY

CHRYSANTHEMUMS MADISON, N. J.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 160 other notable kinds. Always ask for **SWASTIKA BRAND CANNAS.**
The CONARD & JONES CO. WEST GROVE PENN., U.S.A.
Robert Fyfe, Pres. Antonio Winter, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

CEDAR ACRES

Gladioli and Dahlias

Booklets Free

B. HAMMOND TRACY, INC.,
Wenham, Mass.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

Burpee's Seeds Grow

Wholesale Price List for Florists
and Market Gardeners

W. Atlee Burpee Co.
Seed Growers Philadelphia

When Writing to
Advertisers Please
Mention
HORTICULTURE

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN

Reference has frequently been made to orders for flowers and plants directly forthcoming from our national magazine advertisements.

The advertisements all feature the telegraph delivery service and the filling of orders in any city or town in the United States and Canada. Sometimes the magazine publishers receive requests for names of florists performing such service in specified towns, which information they readily supply from printed lists available. Robert L. Graham, the Baltimore florist, recently received an order from Seoul, in far-away Korea, for the delivery of a plant in Baltimore on a certain date. The order was credited to a campaign advertisement in the Literary Digest, and the sender wrote: "This experiment is being looked upon with great interest by many, and, if successful, will no doubt prove a benefit to your society." The plant was to be in flower, and was a birthday gift to a mother. The message "Say it with Flowers" was accepted in a land many thousands of miles away. What must be its effect in our own land?

The Daily Mail of Nevada, Mo., in an editorial published last month said: "The slogan of the florist is "Say it with Flowers." It may be expensive, but it is an eloquent and impressive way. There are occasions when words fail, but seldom do flowers. In the days of our youth we gathered the daisy and the wild violet, and now the florist takes the place of the prairie, the valley and the hills which are no longer public property. If it wasn't for the florist, we would be denied the privilege we often exercise frequently to express the thoughts and the best impulses of the mind and heart."

Still, the florists are not rendering anything like the service they could, because they are not making known sufficiently the occasions for such service. Major O'Keefe put the matter very plainly before the Cleveland Convention when in his address, he gave statistics in regard to "happenings." He said: "When one person dies, two are born, and there are ten marriages which take place for every fourteen deaths. If it was a custom as deeply rooted in the habits of people to send flowers for a birth as it is now a custom to send them for a death, you can see what an increase would be effected in the florists' busi-

HYACINTHS TULIPS NARCISSUS CROCUS

Catalogue and Special Prices
on Application

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

SUPREME BRITISH SEEDS

Get our prices for delivery from
1920 Harvest on all lines of
GARDEN and FARM ROOT
SEEDS.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

Cables: "Kelway Langport."

PAPER WHITES, LILIES, TULIPS, HYACINTHS, NARCISSUS and OTHER FALL BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR

CHRYSANTHEMUMS

147-187 Linden Ave.

IRVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS

RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILUM GIGANTEUM, also HARDIES
shipped now or later from cold storage
from New York, Denver, Chicago and
London (Canada).

FOR FALL SHIPMENT
VALLEY PIPS, for forcing. Holland
and German type. Shipment from
New York.

FOR IMMEDIATE SHIPMENT
BAMBOO STAKES

Natural and Green in all sizes—both
domestic and Japanese.

Write for prices stating your requirements.

McHUTCHISON & CO. 95 Chambers St.
NEW YORK

ness. To every thousand people in the United States there are 23 births a year while there are only 14 deaths. Add the ten marriages to any thousand and you get a total of 4,700,000 happenings each year in which flowers should have a part. One purpose of the Publicity Campaign has always been to link flowers with something joyful, to make them sing the song of happiness rather than to have them in the main remind people of the departure of a friend."

It is evident that many florists have not given sufficient thought to this object of the campaign, otherwise, surely, they would have given support to the fund which is gradually making this object possible of accomplishment. It is absolutely necessary that the people be educated in the direction of a more general use of flowers, and it can only be done through well organized publicity. There does not appear to be any question about the result, we have had more than sufficient in the way of example to assure us upon this point. All that is needed is financial support to enable our Publicity Committee to stick at the work. They are willing to go through with it. Are you willing to support them? Why not settle this question at once by sending into the Secretary your cheque covering your subscription?

JOHN YOUNG, Secy.

43 West 18th Street,
New York.

**TWENTY-FOUR HOURS WITH A
NON-BELIEVER**

It was a restful night. He rises refreshed, dresses—his holeproof hose supported by Paris garters, his feet shod in Regals, a Manhattan shirt, Arrow Collar, and a Hart Schaffner and Marx suit, and he is ready for breakfast, when he partakes of Cream of Wheat, Kellogg Corn Flakes, Quaker Oats or Aunt Jemima pan-cakes, drinks Yuban Coffee or Bakers Cocoa, sweetened with Domino sugar and possibly a touch of Carnation milk to modify the flavor.

After breakfast he puts on a Stetson or a Knox hat, and Adler or Fownes gloves, and starts downtown. As he goes to the office a sign on a dealer's window reminds him of spearmint gum. At the office he dictates his mail to the Dictaphone which is written on a Remington or an Underwood typewriter on Old Hampshire Bond paper, and he signs his name with a Waterman pen.

At his barbers he is shaved with a Hammer Brand razor, followed with a Pompeian massage and Herpicide or Pinauds on his hair.

On starting home he lights a Girard

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail **NORTH ABINGTON, MASS.**

PLEASE YOUR CUSTOMERS
by furnishing them with
**Framingham Evergreens, Trees,
Shrubs and Roses**
FRAMINGHAM NURSERIES **Framingham, Mass.**

We Have on Hand the Largest Stock of
BOXWOOD All Shapes
RHODODENDRONS Parsons' Hardy American Seedlings
1,000 BAY TREES All Sizes
MONTROSE NURSERIES
N. F. MCCARTHY CO., Props.
Nurseries: "MONTROSE"
Wakefield Center, Mass.
Office and Salesroom: 112 Arch St.
BOSTON, MASS.

or a Tom Burns cigar and rides in a Hudson, Packard or some other advertised automobile. His home is painted with Sherwin-Williams paint. There's a Crex rug on his porch. He opens his door with a Yale key and turns up his Mazda light. His kitchen you will find recently made new with Jap-a-lac, filled with the trade marked goods purchased by his wife, such as Campbell's Soups, Van Camps Beans, Knox Gelatine, "57 Varieties," Washburn Flour, Royal Baking Powder, Nabiscos, Uneedas, Lowneys Cocoa, Old Dutch Cleanser, Ivory Soap, and in his basement a case of Welch's Grape Juice.

When he goes to bed at night he puts on his Faultless pajamas, turns off his Tungsten lamp, and seeks repose on an Emerich pillow and an Ostermoor mattress. Funny thing about him, though—he doesn't believe in advertising.

How well the above article helps to emphasize the fact that we must continue the use of our slogan "Say it with Flowers" so as to make it world-wide, is the fact that with so many advertised names and products, it has been left out of the list.

Doesn't the article itself prove conclusively the needs of more advertising for our slogan, also the helpfulness of advertising generally. Am indebted for the article which was

clipped from the "American Seedsmen" to our mutual friend Charles N. Cotter, of Jamestown, N. Y., who incidentally, is one of the best students on worldly things generally, in the country.

Perhaps some of our friends in the craft will appreciate the article as applied to why we should still continue our publicity program.

HENRY PENN, Chairman,
National Publicity Campaign.

**NATIONAL FLOWER GROWERS'
ASSOCIATION.**

There will be a Board of Directors' meeting of the National Flower Growers' Association on October 12th at the Claypool Hotel, Indianapolis, Ind.

The principal matters to act upon are as follows: Revising Sections 1 and 3 of Articles 8 and 10 of the By-Laws; selecting a meeting place and date for the next annual meeting, and considering plans for the organizing of local districts.

Secretary J. F. Ammann, after this meeting, will take a trip East at the request of several locals who ask for assistance. The following schedule of meetings have been arranged: Baltimore, October 15th; New York, October 18th; Buffalo, October 19th; Cleveland, October 20th; Detroit, October 21st; with a possible stopover enroute at Pittsburgh and Philadelphia.

J. F. AMMANN, Secy.

MICHELL'S BULBS

White Callas (*Aethiopica*)

CLEAN, HEALTHY BULBS

	Doz.	100	1000
1 1/4 to 1 1/2 in. diam..	\$1.25	\$8.00	\$75.00

Godfrey Everblooming Calla

A popular variety for either cut-flower or pot plant sales. Excellent for design work.

	Doz.	100	1000
First size, 1 inch diam. up.....	\$1.75	\$12.00	\$110.00

Narcissus

PAPER WHITE GRANDIFLORA

We handle only the improved true type which produces the large flowers.

	100	1000
First size, 13 ctm. up (1250 bulbs in case).....	\$2.75	\$21.00
Monster Bulbs, 14 ctm. up (1000 bulbs in case).....	3.00	25.00

HYACINTHS, TULIPS, NARCISSI AND OTHER SEASONABLE BULBS; ALSO SEEDS AND SUPPLIES.

SEND FOR OUR NEW WHOLESALE PRICE LIST, if you do not receive a copy.

MICHELL'S SEED HOUSE

516-518 MARKET STREET
PHILADELPHIA, PA.

FIELD GROWN

Carnation Plants

	100	1000
2000 Delight	\$15.00	\$125.00
5500 Ward	15.00	125.00
100 Benora	15.00	
1000 Bernice	18.00	

W. D. HOWARD

150 South Main St., Milford, Mass.

Al. L. Bock, well known to the retail florist trade in Boston, is now with Houghton Gorney Co.

Mr. and Mrs. Henry Penn, Mr. and Mrs. W. N. Craig and Mr. and Mrs. George Stewart made a visit to the Crane estate at Ipswich, Mass., last Sunday and were shown over the grounds by Supt. Robert Cameron, for many years at the Harvard Botanical Garden. Later they enjoyed a picnic on the beach. The visitors have much to say about the hugeness of the Crane place and the excellent way it is being kept up under Mr. Cameron's management.

SEED PRICES

They are Likely to Advance According to Seedsmen League Officials

The following statement will appear in the forthcoming confidential report of the meeting of the directors of the Wholesale Seedsmen's League, held at Chicago, September 29th, 1920.

"While the directors recognize the right and duty of each member of the Wholesale Seedsmen's League and every other seedsmen to fix the prices charged for his own wares to suit himself, we call attention to the present unusual conditions which ought not be overlooked with regard to values of garden seeds.

The Seed Trade recognizes that the decline in prices of commodities so noticeable at present throughout the country found a parallel in garden seed declines of more than a year ago. It should also be kept in mind that the over-production culminating in certain large crops in 1919 has not been continued in 1920 but that on the contrary present harvest of seeds are comparatively small. Moreover, surplus stock have been largely reduced. Therefore, since the supply has decreased and will continue to decrease relative to demand the tendency from now on must be toward higher rather than lower prices. Seedsmen will be constrained to consider replacement costs rather than the bargain prices that were fixed in 1919 and 1920 by the need to dispose at once of articles more or less perishable.

In view also of increased fixed charges, such as freight rates, printing, coal, etc., we look forward to advances rather than to declines in the values of which this circular is an appraisal. We urge members to be sure of their ability to replace stocks before sacrificing present holdings.

Furthermore, in making purchases we suggest unusual caution in order to avoid certain surpluses of inferior quality or low germination."

NEWS NOTES.

Ben Carrick is now employed by Marche & Co., having resigned his position with Gude Bros., Washington, D. C.

Mr. M. J. Brinton, one of the largest growers of lilies and other bulbs in Christiana, Pa., and Miss C. Teresa Philippy, were recently married.

N. Goldie, formerly with Liggett, florist, is now manager of the recently opened Princess Florist, 321 Yonge street, Toronto.

Professor D. Lumsden, who for the past six years has been Assistant Pro-



Box-Barberry Bordered Formal Evergreen Garden

BOX-BARBERRY

THE NEW HARDY BORDER AND LOW HEDGE PLANT

Trade prices on request. Send for What others have to say about

BOX-BARBERRY

SURPLUS

American Hemlock
Japan Iris (20 sorts)

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.

NEW HAVEN, CONN.

NEW INTRODUCTION

IBOLIUM PIRVET

THE NEW HARDY HEDGE PLANT

ASPARAGUS PLUMOSUS, 3 inch, \$50.00 per 1,000.

VERONA FERNS, 2 1/4 inch, pot bound, fine plants, \$55.00 per 1,000, \$6.00 per 100.

NARROWS NURSERIES

92nd and 1st Ave. BROOKLYN, N. Y.

Primula Malacoides Rohrerii

The best strain of Malacoides on the market. 100 1000
Pink and Lavender, mixed,
2 1/2 in. \$7.00 \$60.00

PRIMULA Obconica Rosea,
Gigantea, Grandiflora, Apple
Blossom and Kermesina,
mixed, 2-in. 7.00 60.00
2 1/4 in. 8.00 70.00
PRIMULA Chinensis, 2-in. 7.00 60.00

C. U. LIGGIT

Wholesale Plantsman

Bulletin Building PHILADELPHIA

fessor of Floriculture at Cornell University, has resigned to accept a position as Professor of Horticulture and Landscape Art, at the Walter Reed U. S. Army General Hospital, Washington, D. C. Mr. Lumsden will also have charge of the Agricultural Reconstruction work at the hospital.

HORTICULTURE

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OCTOBER 9, 1920

No. 15

THE TALK OF THE TRADE

At the last meeting of the Gardeners' and Florists' Club of Boston, that body passed a resolution which indicates in a general way the feeling of the growers as regards the Dutch bulb grower. The uncertainty in price which has prevailed this year and which seems to have been altogether unnecessary has worked out badly for all concerned. The following resolution is what I have reference to:

"Resolved, that the members of the Gardeners' and Florists' Club of Boston, many of whom are large purchasers of Dutch bulbs and plants, view with deep concern and indignation the continued importation of bulbs to be sold in auction rooms at prices far below those asked by canvassers early in the present season, and call upon other florist clubs and similar organizations to join with them in refusing to purchase any bulbs from Holland next season, unless the growers and the Dutch Bulb Growers' Association take steps to put a stop to this unfair and pernicious practice."

It is a well known fact that many who bought bulbs early paid a price that was altogether too high, and even at this present date there seems to be no stable values nor prices which anyone can work upon. It is simply a case of buy your bulbs for the lowest price possible and take a chance on what will happen later on. Such methods are never good for business and cause more harm than can be undone for quite a while to come. It leaves the grower no fair chance of figuring costs and places the man who this season may have bought early in the position of competing with late bought stock of just as good quality but at a much lower cost. The market of course does not recognize what bulbs cost in the beginning; it simply pays what stock is bringing as cut flowers at the time of sale and that is all that is of interest to the cut flower buyer.

Good stock in chrysanthemums is showing up on the market now and in reasonable quantities, and well-finished blooms are bringing good prices. As usual, we have a set of four good early sorts. There are of course other varieties than I will mention which are done well by one grower or another, but in a general way, outside of

Golden Glow which starts very early and can be drawn out well through the month of October, we have the following generally satisfactory sorts October Frost, Unaka, Marigold and Chrysolora. Ever since the introduction of these different varieties they have been good varieties to depend upon, and give good results from year to year.

The New York market the past week had exceptionally fine blooms of Marigold; great big well-formed, well-colored flowers, and brought attractive prices for the growers. I also noted exceptionally well-grown stock of Unaka in both the New York and Boston markets.

The convention of the Florists' Telegraph Delivery Association to be held in Indianapolis October 12th and 13th will without any question prove again one of the very live conventions of the year. It is to my way of thinking one of the conventions that shows every minute full of action and good work; in fact, there are numbers of florists

who have nothing at all to do with the retail trade who would not miss this convention under any circumstances. Judging from the program as outlined, the two days will be full of important work.

I have been interested in one matter that has come up in connection with the F. T. D. and which is receiving the attention of florists in general, and that is the minimum amount of order that should be handled as a telegraph order. Five to Six Dollars seems to be the minimum amount generally thought advisable, and I believe that it would work to the advantage of all if this amount would be agreed upon, as we all know there are times without number when one flower or another can be bought at such a figure that a creditable funeral piece or box of flowers in some other form can be put out for less than this amount, but there are so many times that it is impossible, so confusion and annoyance will be eliminated if some set figure is agreed upon.

The relaying of messages is another important point. It sometimes happens that in smaller towns, particu-



Chrysolora Chrysanthemum

larly those near to a city, there are no retail florists, but there may be a wholesale florist. Out of town correspondents address a telegram "Leading Florist" and naturally the telegraph operator sends it to the only florist who is known there. Instead of trying to fill this order without having the proper facilities and without being able to do it in an entirely satisfactory manner, this wholesaler would do much better to telephone it to someone he knows nearby where it can be done as it should be. Co-operation in this way will certainly work to the advantage of all.

I find that there is a growing feeling that the coal situation is going to be easier. While some growers have filled right up and laid in their entire supply, there are quite a number who refuse to believe that coal at prices ranging all the way from \$12 to \$18 per ton as we have found it in the East is necessary, and they are holding off with only a moderate amount of their supply laid in and waiting for a break later on, and there seems to be some reason for this belief. As time goes on, reports on the coal situation seem to be more encouraging, and we hope now that all who plan to operate their houses will get all the coal that is needed and without paying the extreme prices that prevailed a while back.

Mr. A. Frank Hills, formerly of Breck's Seed House in Boston, is making many friends in Baltimore, where he is now located with Bolgiano's seed store.

In speaking of Mr. Hill's connection Mr. Bolgiano said, "It is with pleasure and pride that we announce the association of Mr. Hills with our establishment. We know that Mr. Hills will serve our Florists and Flower Loving Friends in the very best way possible and we stand sponsor for his endeavors for their welfare."

Mr. Hills spent his childhood on his father's Flower Seed Farms at Ford Mills, Northumberland, England, and in addition to inheriting a natural love for flowers and plants, he served his apprenticeship in a large seed growing establishment in Europe, he has also materially added to his experience and knowledge by attending several of the large educational institutions in Europe, specializing in Botany and Floriculture.

On coming to America he first associated himself with a New York establishment, he later became connected with several of the New England Seed Houses.

The revised edition of Mr. Hills'

book entitled "Success with House Plants" is universally known and widely read. No doubt Mr. Hills will be of great service to the trade in general for he is always affable, always courteous and always ready to answer all questions either in person, by telephone, or by letter, pertaining to the Flowering Plants, Bulbs, their rearing care and marketing or anything of interest and help to growers of flowers whether Florists, Private Gardeners, Amateurs or Suburbanites.

BOSTON FLORISTS' ASSOCIATION.

The first meeting of the season of the Boston Florists' Association was held at the City Club, Henry, Penn. presiding. Mr. S. E. Blandford, of the R. H. White Company, was the speaker of the evening and gave a good talk on Credits. It proved decidedly interesting to all the members and many valuable points were noted.

The discussion afterwards turned to the National Flower Growers' Association and what that Association intends to do in the way of advertising and pushing flowers before the eyes of the public. The Boston Florists' Association feels that it should attempt to work out in some way a plan whereby the retailers and the wholesalers and commission should do their part in this great work, and a committee was appointed to draw up a plan whereby the necessary money may be secured, working upon a percentage plan if possible. It was the consensus of opinion that if a certain per cent of all the goods bought by the retailer from the wholesaler be set aside, each branch would be doing its full share, and there seems reasonable reason to think that a satisfactory and equitable arrangement may be brought about.



President Philip Breitmeyer of the F. T. D.

NEW ENGLAND GROWERS.

They Have Established Headquarters in Boston.

The New England district of the National Flower Growers' Association is now hard at work getting the Association into working order. Realizing the difficulty of having to depend on a few enthusiastic individuals to carry along the work, they have established an office in the center of the Wholesale Flower District, 32 Otis street, Boston, Mass., and have placed a competent secretary in charge.

The work at present is field work and a call will be made on each grower that can be reached, explaining to him the object of the association and asking him to join. There are over 50 charter members and over 1,500,000 feet of area have already been signed up.

The work of indexing all growers in New England is progressing and following that will be the obtaining of reliable information about every dealer in flowers. This information will only be open to members of the association. It is also intended to establish a full registration bureau for greenhouse help and in many other ways make the association of value to its members.

OCTOBER.

October comes in like a noisy boy with a rustle of leaves and dropping nuts and apples. He goes out like an Eastern Maharajah over a carpet of many colors in royal robes of gold and scarlet. No Quaker lady from the woods of April can stop the Bacchanalian glee in the dance of the leaves or the ripple of the blue water. Dear Mother Nature overflows our cups with her best brand of champagne. Dance, my children, and make happy; the harvest has come. The laborers are in the vineyard, the boys are picking up the apples; Ceres, Pan and Bacchus call us to their worship. It is the very joy time of the year.

Through the long evenings of November we will sit by the fire, take account of the summer, and make our plans for the coming year. But today we cannot dream, or build our castles in Spain; we must be out under October's bright blue skies,—

"So fathomless and pure, as if all loveliest azure things have gone
To heaven that way—the flowers, the
sea—and left their color there
alone."

M. R. CASE,
Hillcrest Gardens, Weston.
October 3, 1920.

DOUBLE VS. SINGLE FLOWERS

Time was when double flowers were considered in every way superior to single ones, says a writer in *Garden Illustrated*. Public opinion has, however, changed within recent years; indeed, some double flowers at one time much appreciated have now almost, if not quite, disappeared from gardens.

Illustrations of such are to be found in the double *Cinerarias*, which, once were thought highly of and realized good prices. Of these I have not seen one for some time.

The Double White *Primula* must have a good constitution to hold its own for so many years without deterioration. The first double-flowered Zonal *Pelargoniums*, sent out about fifty years ago, were of course, rank habit of growth, with comparatively few flowers, but as these few were double they attracted a good deal of attention and sold readily. In time a dwarfier and more free-flowering race was obtained, the members of which were, and still are, grown to a considerable extent, but not in anything like the same numbers as the single ones, which have of late years come prominently to the front for winter blooming.

The double *Camellias*, with their hard and formal flowers, have fallen from the high position they formerly occupied in gardens, but, on the other hand, the single varieties were never so appreciated as they are today. In these the central cluster of golden anthers forms a pleasing feature.

Single roses, too, have made great headway in popular favor within the last few years, but, as happens with all classes of plants that are much admired by the general public, varieties are put into commerce that differ but slightly from each other. The same remark also applies to the double varieties.

Single dahlias, which came forward with a bound about thirty-five years ago, show no signs of ousting the double or semi-double kinds. True, the formal shows and fancies have almost disappeared, but their place has been taken by those of the cactus and paeony flowered sections. The comparatively new collarette group may be regarded as single flowers. Double-flowered fuchsias are still grown, but many prefer the single kinds. At all events, for out-door culture these latter are to be preferred, as the blossoms are less affected by strong winds.

Adam Graham of Cleveland, O., has sold his estate in the Isle of Pines and will spend the winter with his daughters in Florida.

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of Commerce Bldg. Boston, Mass.



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossi, Asparagus, Cosmos, Candytuft, Snapdragon, Lobelia, Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Calladiums, Dahlias, Anemones, Maderia Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case, \$50.00.

If you have not received our Florist List, a post card will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.



Rhododendron carolinianum

New American Species

CLEAR PINK. ABSOLUTELY HARDY

Send for prices and full description, and Catalogue of the only large collection of Hardy Native Plants.

Highlands Nursery
Boxford Nursery

HARLAN P. KELSEY, Owner
Salem, Massachusetts

SEEDS AND BULBS Boddington's

128 Chambers St., N. Y. City

PHILADELPHIA.

There was a fine show of Dahlias at the Michell store on the 4th inst. Most of them were flowers of the largest size about as big as your hat and attracted great wonder and eye and hand uplifts also a lot of good orders for future delivery. Among those on exhibition we noted: Millionaire, Geguca Gigantea, Eveque, Breeze Lawn, Mt. Shasta, Insulinde, Chicota, Admiration, Gramphion, Dr. Tevis, Valiant, Cream King, Princess Pat, Jane Selby. All in excellent form and a good example of the dahlia at its best.

PRIMULA TOWNSENDII, our selected strain, out of 3 inch, ready for 4 1/2 inch pots, \$15 per 100

DRACAENA INDIVISA, field grown plants, ready for 5 1/2 inch pots, \$25 per 100. No orders accepted for less than 100.

BOUGAINVILLEA SANDERIANA, fine specimen plants, \$2.50 each

OTAHITE ORANGES, field grown plants, ready for 5 1/2 inch pots, \$1 each

A. L. MILLER

JAMAICA

NEW YORK

The flower store of S. A. Anderson, Buffalo, N. Y., is being enlarged and remodeled.

Philadelphia visitors: W. G. Neilson, Plymouth, Pa.; P. Joseph Lynch, Richmond, Indiana; Antonia Martine, and M. Cabrello, Jr., Havana, Cuba.

HORTICULTURE

Established by William J. Stewart in 1904

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Variation in the quantities of vegetable seeds contained in packets is discussed in the Seed packets World by A. J. B. Bouquet of the Oregon Agricultural College. In a number of tests it was found a great variation existed in the amount of seed contained in packets and also the percentage of germination showed considerable diversity. This condition has been investigated before. Several years ago Canadian officials tested packet seeds from many sources and found variations in quantities for the same varieties among the different seedsmen and also a lack of uniformity in packets put out by the individual seedsmen. A variation of several hundred per cent was found in packets of one variety put out by a single house. This seems to indicate that the cause of this variation is due to carelessness in packing and not to premeditated desire to put out a product lacking in uniformity. It is suggested by this writer that packet standards be adopted by seedsmen. The suggestion is a good one and has many advantages for both seed merchants and consumers.

When the F. T. D. Convention assembles at The F. T. D. Indianapolis next week, it will bring together a representative list of the most active, ambitious, enterprising and successful men in the retail florist business. Moreover, it will be a convention on a purely business basis, with but little time for social amenities, and the program, which will require the closest attention. This program, by the way, has been prepared in such a manner as to cover all the activities of a florists' day, and no session can be missed without loss. Especially valuable, undoubtedly, will be the papers and discussions on credit and bookkeeping systems, for this is an end of the business that a great many florists, especially those who have built up their trade from a small beginning often find themselves most at sea. A workable, and yet simple and complete book keeping system is of the greatest value to a florist.

Another feature of importance will be a discussion of

local advertising, for it is here that many mistakes are also made. Advertising has come to be an indispensable feature in connection with the retailing of flowers, but if the money expended in that way is not to be wasted, something about the principles of advertising must be understood and applied. Moreover, the local advertiser must come to learn the difference between national advertising, which affects the whole trade, and local advertising as it has to do with the sale of his particular goods.

We are glad that Mr. J. Fred Ammann is to talk to the convention about the National Growers' Association and its future policies. There is still considerable misunderstanding about the purposes of this organization, especially in the smaller places, and if the objects of the National Growers in forming an organization of their own is fully set forth and questions which may come from the floor answered, the result will be beneficial for all concerned. There has been considerable speculation as to the exact relation of the growers' organization with the F. T. D. and the S. A. F., and probably Mr. Ammann on this occasion will be able to set everybody right in this respect.

While the stress of circumstances, particularly the lack of labor and the high price of coal, will make it necessary for a number of the smaller florists to suspend operations this winter, all the signs point to good business in general, and a visit to most of the growers shows their houses to be well stocked with plant material. In fact, it has been several years since the growers were so well prepared for the season's trade. Now comes the question, "Will the demand continue heavy enough to take care of all the stock offered?"

The fluctuations in the florist business are always marked, and it is quite possible that there will be difficulty in some sections in taking care of all the flowers, especially those of the more common kinds, unless active measures are taken to stimulate the demand. This leads naturally to the subject of advertising, for it is only by advertising that the demand can be increased or at least sustained. For that reason the necessity of keeping up not only the National advertising campaign but local campaigns carried on by individuals becomes most apparent.

In one way, the industry is becoming stabilized to a greater extent than ever before; in other words, it is being put on a real business basis for the first time. This is a move in the right direction of course, and will show greater improvement as the florists learn the value of co-operation. For a long time they have been inclined to secrecy, and this has not been a good thing for the trade.

One of the greatest opportunities of the newly organized Growers' Association comes in the matter of equalizing the output in different districts. It should be possible to check up fairly well the profits from roses, carnations and other lines, and to make comparative reports; also it should be possible to indicate the probability of a glut in any one line and so help the growers to steer clear of such a difficulty. By this means the florists will not overlap to the extent which is common now, and when they find that a surplus of roses for example is likely to occur, some of them will turn to other flowers in order to keep the market in a more even condition. This is a radical move of course, but it will mean the difference between profit and loss for a great many growers and prove an admirable thing for the trade everywhere, particularly in the way of maintaining prices throughout the season and one season after another.



"The Telegraph Florist"

Member of Florists' Telegraph Delivery

124 TREMONT ST.

BOSTON

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery
Association

WORCESTER, MASS.

Randall's Flower Shop

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KNOXVILLE, TENNESSEE

Personal attention given orders for Knox-
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NOTICE INITIALS. We have one store only.

The Beacon Florist
7 Beacon Street, BOSTON
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J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

BOSTON, MASS.

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Flower Shop Member
F. T. D.

Under the Park Street Church

Flowers Under Glass

There is still time to start a patch of Marguerites in order to have a supply for spring and early summer, when they sell well as bedding plants, and also to be used as window boxes. At Easter time there is also a good sale for Marguerites. You should try to keep the plants growing slowly enough so that they will not have to endure high forcing, which they resent. You can keep them growing along from now on in a temperature of a carnation house.

If you are handling Cypridiums, sponge them occasionally with a weak solution of nicotine or tobacco water so as to keep off the yellow thrip. A little fumigation about once a week will also help to keep down this pest. Cypridiums must have a house where there is a great deal of ventilation, for excess moisture is likely to prove very injurious. Weak liquid manure is a help in making good blooms. Once a week is often enough to apply it, though. These plants like a temperature of 55 to 60. One of the most valuable orchids for the average amateur is Cypridium insignis, which comes in bloom right after the chrysanthemum season. It's one of the very good holiday flowers. Customers who are familiar with its good qualities as a cut flower are sure to demand it. This orchid will often keep over a month in good condition. Remember that your Cypridiums will need no shade from now on. Indeed, shading will tend to make them weak.

Among the Acacias which have been found worthy a place in the florists' plant collection are A. armata, A. cordata, A. grandis, A. heterophylla, and A. lineata. Acacias that were trimmed back last spring and have been planted out of doors during the summer should have made a good growth and be in condition to produce splendid blooms next Easter. They like a temperature of only 40 to 45. Indeed, in some seasons it is often necessary to keep them just a little above the freezing point for a time, because with the increasing heat of spring it is hard to hold them back. Remember that they cannot be forced, but do not let them suffer for

ALLSTON & BRIGHTON, MASS.

ROGERS FLOWER SHOP Member
F. T. D.
1231 Commonwealth Ave., Allston, Mass.

CAMBRIDGE, MASS.

581 MT. AUBURN STREET

HAROLD A. RYAN, Inc.

Member
F. T. D.

BROCKTON, MASS.

Belmont Flower Shop

Member
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LAWRENCE - - MASS.

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4 Main Street, TAUNTON, MASS.
National Florist for Taunton and Vicinity



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WASHINGTON, D. C.

Member Florists Telegraph Delivery

FLOWERS The Best at
The Lowest

The Largest Popular Price House in
Philadelphia

F. M. ROSS

Send orders to
136 So. 52nd Street, Philadelphia.
Other Stores
13 So. 60th St., 212 E. Girard Avenue

PHILADELPHIA

Member Florists' Telegraph Delivery.
Orders from all except members of
the F. T. D. must be accompanied by
remittance.

JOHN BREITMEYER'S
SONS

Cor. Broadway and Gratiot Aves.
DETROIT, MICH.

Artistic Designs - - -
High Grade Cut Blooms

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.
Member Florists' Telegraph Delivery
Association.



DARDS FLOWER SERVICE

has spelt GUARANTEED SATISFACTION for nearly FIFTY YEARS.

Regular European sailings now established. Let us fill your orders for Steamer Flower Baskets, Corsages and Artistic Boxes of Cut Flowers.

DARDS, Inc., Florist,
341 Madison Ave., New York

S. A. ANDERSON

440 Main St., Buffalo, N. Y.

ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.

Member Florists' Telegraph Delivery.

HESS & SWOBODA

FLORISTS

Telephones 1501 and L 1532

1415 Farnum St.

OMAHA, NEB.

THE KNOBLE BROTHERS CO.

Flowers and Nursery Products

Member Florists' Telegraph Delivery

We are well equipped to handle your orders.

1836 W. 25th Street CLEVELAND, O.

THE SMITH & FETTERS CO

735 Euclid Avenue

CLEVELAND, OHIO

Flowers of Every Kind in Season

PHILADELPHIA

CHAS. H. GRAKELOW F. T. D.

Everything in Flowers

Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.

E. P. NEIMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER, COLORADO

water, and syringe them once or twice a week.

If you have some large tubs of Oleander and Agapanthus, give them a cool shed if there is no room for them in a cool house. Rambler roses should be laid on their sides when the wood is well matured, but there should be a daily syringing from overhead to keep the wood plump.

When sowing cineraria seed, use a well screened compost of new loam and peat or leaf mold in equal parts, with a little sand added. It is important to have the pans well drained. There is no better plan than to use plenty of crock with some sphagnum moss spread on top, and then to fill the pans with compost to within half an inch of the top. Press the soil firmly and have it level. Water thoroughly before sowing the seeds, and cover each pan with a pane of glass after the seeds have gone in. Then place in a cold frame under a heavy shade, the shade to be decreased after the plants are up. When large enough, prick out into other pans or flats, and by the time they have made three or four leaves you can pot them up in 2½ inch pots, using a compost of fibrous loam, three parts, leaf mold and cow manure, one part each, and a little sand in addition.

STATEMENT OF OWNERSHIP, MANAGEMENT, ETC., OF HORTICULTURE

As Required by the Act of Congress
Aug. 24, 1912.

Publisher—Horticulture Publishing Co., Boston. Editor and Business Manager—E. I. Farrington. List of stockholders holding one per cent. or more of total amount of stock—Estate of W. W. Castle, N. F. Perkins, Estate of Wm. J. Stewart, Ralph Messinger, J. K. M. L. Farquhar, P. Welch, Estate of David Welch, of Boston, Mass.; Estate of F. R. Mathison, Waltham, Mass.; Thos. Young, Jr., W. F. Sheridan, F. H. Traendly, Chas. Schneck, John I. Raynor, New York City. Estate of W. F. Kasting, Buffalo, N. Y.; A. S. Burns, Elmhurst, N. Y.; Wm. S. Person, S. S. Pennock, John Burton, Philadelphia, Pa.; Estate of Carl Jurgens, Newport, R. I.; Philip Brietmeyer, Detroit, Mich.; Fred Lautenschlager, Chicago, Ill.; bondholders, mortgagees and other security holders—none.

Sworn to and subscribed before
Notary Public by

E. I. FARRINGTON, Business Manager.
Boston, October 1, 1920.

FOR

KANSAS CITY

Transfer Your Orders to

SAMUEL MURRAY

1017 Grand Avenue

Member Florists' Telegraph Delivery

CLEVELAND

A. GRAHAM & SON

5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

DAVID CLARKE'S SONS

Deliver orders from any part of the country to

New York City

Write or Telegraph

2139-2141 Broadway, - New York
Telephone 1552-1553 Columbus

KOTTMILLER, Florist

426 Madison Ave. and 49th St., New York. Also Vanderbilt Hotel

Telephone, Murray Hill 783

Out-of-Town Orders Solicited. Location Central. Personal Attention.

Member F. T. D. Asso.

New York's Favorite Flower Shop

G. E. M. Stumpff

5th AVENUE and 58th STREET
Member F. T. D. Ass'n

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nabant, Mass.

THE J. M. GASSER COMPANY,

CLEVELAND

Euclid Avenue

The Far-Famed Flowers of

TORONTO

Delivered on mail or telegraph order for any occasion, in any part of the Dominion.

JOHN H. DUNLOP

8-10 West Adelaide St. TORONTO, ONT.

When writing to advertisers kindly
mention HORTICULTURE

KERR'S GOOD ADVERTISING

Some of the Secrets of the Success He has Achieved

Kerr, the Florist, of Houston, Texas, has made a wide reputation because of the excellent success of his advertising.

Much of this advertising is prepared by Mr. E. W. Eichlen, the sales manager, and at a recent Southern Convention, Mr. Eichlen outlined some of the principles he follows. He said in part:

"When your advertisement is intended to close the sale of some specified flower, or plant it will be necessary to arouse interest and close the sale through suggestions and a strong appeal to the senses, beauty, quality, form, size, fragrance, color, touch imagination, satisfaction of pride and a fair price appeal. When a motive is formed there is a willingness to buy and it remains only for a clever salesman to close the sale, but, when it is necessary to arouse a motive consider what practical uses your prospects will get with your flowers, and what main motives will make your prospect want your flowers. Vanity and the expression of love and sympathy, I consider the principal motives for the use of flowers. Style and the prestige that goes with it is a valuable advertising point. Let your advertisement fairly bristle with style appeals, make your name so distinctive that its appearance on a corsage bouquet box is evidence of the good-taste and rare judgment of the sender.

"The QUALITY appeal has strength because our stock is perishable and much satisfaction depends upon the freshness and substance of the flowers. It should be every florist's aim to handle flowers of superior merit, and make the fact known.

LOVE, the undefined sentiment, is our most effective appeal. Love of Mother, Sister, Sweetheart or Friend, an affectionate desire to create happiness for them and to apprise them of this desire; what better advertisement of one's love than to "Say It With Flowers"? And so it is with sympathy when flowers inspire hope and banish loneliness. Their proven therapeutic value in the sickroom is food for other thought in the direction of more sales.

"Your firm name, the most valuable asset you have, is your best means of identifying your flowers and the service you advertise. Individuality may be impressed by an attractively designed name plate which must always

LILIES for XMAS

There's only one way to have them. Plant

BULBS FROM STORAGE Sound and Unsprouted

Big returns are assured for November and December Cutting.

Express shipments at intervals to suit you.

LILIUM GIGANTEUM 6" to 7 in. (250 to case) per case, \$45.00
7 to 9 in. (300 to case) per case, 45.00
8 to 10 in. (225 to case) per case, 50.00

A few colored Lilies and Valley also on file—write for prices

CHICAGO VAUGHAN'S SEED STORE NEW YORK

FARQUHAR'S UNIVERSAL MIGNONETTE

This Mignonette is considered to be one of the finest for the greenhouse, and has received many Awards where exhibited.

It produces enormous sweetly scented spikes of reddish-green flowers, which are greatly in demand for cutting.

1-4 oz., \$4.00; 1-8 oz., \$2.00; 1-16 oz., \$1.00

R. & J. Farquhar Company, Boston, Mass.

**STUMPP & WALTER CO.
Seeds and Bulbs**

30-32 Barclay Street
NEW YORK CITY

Bolgiano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A CENTURY

Special Price List to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLCIANO & SON
BALTIMORE, MARYLAND

EVERYTHING IN CUTTINGS AND SMALL POT PLANTS
MAGIC ROSE SEEDS AND BULBS
NICO FUME

ROMAN J. IRWIN
IMPORTER

43 West 18th Street NEW YORK

GARDEN SEED

BEEF, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
82 Dey St., NEW YORK and ORANGE CONN.

**SEEDS, BULBS, PLANTS
JOSEPH BRECK & SONS, CORP.**

47-51 North Market Street
BOSTON, MASS.

W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS
Horticultural Sundries
166 W. 23rd St., NEW YORK

be emphasized in your advertising. It must be your personal representative in cold type and should be of distinctive design and easily recognizable. In addition to the national slogan it is well for every florist to adopt a slogan that many people were under the impression that all of our flowers were shipped from Northern markets and were not in fresh condition when sold. We adopted the slogan "Fresh Every Morning," which has appeared during the past two years in nearly one thousand advertisements and over sixty thousand pieces of direct advertising.

it has succeeded in overcoming this erroneous impression.

"Your show windows offer unusual opportunities for converting a little originality and artistic effort into actual sales. While window display should co-ordinate with all advertising, especially newspaper, there should be an element of the new, the unique, to attract attention and create favorable comment. Your window is the guide to the quality of your flowers and other stock and the progressiveness of your establishment. Regular changes with attractive displays and

BOSTON FLORAL SUPPLY & SNYDER CO.

Wholesale Florists

15 Otis—96 Arch St.

BOSTON, MASS.

Telephones { Fort Hill 1083
Fort Hill 1084
Fort Hill 1085
Main 2574

Largest distributors of flowers in the East.
Manufacturers of artificial flowers, baskets, wire frames, etc.

WILLIAM F. KASTING CO.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6267
5948

WELCH BROS. CO. 262 DEVONSHIRE STREET
BOSTON, MASS.

the use of artistically designed window cards telling your message result in sales that more than offset the effort. The glasses should carry an enlarged name plate near the entrance in gold leaf and a copy of the national slogan in gold script. Cleanliness of interior and exterior is paramount.

"Picture Slide Advertising while of some value is only valuable in accomplishing name publicity. The individual is not in the proper receptive mood for reading advertisements and your message often fails to impress him. Concentration and the appearance of the same message simultaneously in all theatres will give better results.

"Unless advertising is supported by a strong sales and service organization, ready to respond to every call created by advertising, it cannot be expected to produce maximum results. Even a complaint on quality or service may be often turned into a profitable advertisement by a tactful and liberal adjustment. The cut flower box of unusual color and pattern with its attractive tie can create an impression of quality, neatness and painstaking attention to delivery. This may be featured by using a box with stripes of pleasing color contrasted with the body color. Your box should always display your name, address and slogans conspicuously. Delivery tags should also be given this treatment, it is a good idea to print instructions for the proper care of cut flowers and plants on the reverse side, even the card envelope should carry your name.

"We are afforded many opportunities to gain valuable publicity. A bridal window display of a prominent dry goods firm featuring your flowers, a distribution of surplus flowers in hospitals, a complimentary basket of flowers for the opening of a new store or bank, an occasional remembrance of a good customer on proper occasion, the contribution of articles to newspapers, the occasional furnishing of table decorations gratis for club luncheons of which you are a member, these are only a few of the many opportunities that present themselves.

"Your delivery equipment offers another opportunity, your automobile delivery car may be converted into a veritable moving bill board. Besides the name display the national slogan should be emblazoned on the panel. Your equipment is an index to the dependability of your service and should be maintained in the highest standard of appearance and efficiency.

"An electric sign featuring the name and the word, "Florist" near the entrance to your store will attract the transient buyer and identify your establishment. A small sign in the window may be used for special offers or to advertise a special service.

"Back up the F. T. D. for all its worth; it is no longer an experiment, it has made good. What this idea is worth to the florists depends in a great measure upon himself, only by his membership in the F. T. D. and everlasting effort and co-operation in giving publicity to this service can it be developed to its rightful size, you're the doctor."

LANCASTER COUNTY VISITS MARYLAND

Wednesday, Sept. 29, was an ideal day for an ideal trip and at 8 a. m. some 30 machines met in Quarryville the starting point for the trip, others followed a little later so that we had considerably over a hundred individuals making the trip.

After leaving Quarryville the next stopping point was Belair where we met several cars from Chester county and Reading so that we made a good sized party by the time we reached the dahlia fields of Richard Vincent Jr. & Sons Co. of White Marsh, Md.

To those who had never visited the place before this run through the dahlia and canna fields to get to the green houses was a revelation and the Oh's and Ah's of the ladies and the "darn good stuff" of the men was evidence of the pleasure they were having at the beginning of a perfect day.

Parking our machines under the direction of the blue coats, who have a busy day handling the thousands of machines this show brings to the grounds, we first visit the show in the packing sheds, being greeted at the entrance by Mr. Richard Vincent Jr., in person.

This show is such a well known annual feature that it needs no description, expecting to say that it is better every year, the variation in quality always upward has been very rapid in the three years we have visited the show and the perfection of arrangement and display impresses one as being almost impossible of improvement and yet each year it is a new revelation of beauty, showing what can be done with one variety of flower, some greens and the artistic temperament possessed by several of the Vincent boys.

In the green houses are the usual millions of geraniums all sizes with coleus, fuschia, alternanthera, scarlet sage, lantanas and other stock all in good shape, in fact one of our party insisted that he never saw the stock any better than it was right now. In addition to this immense stock of bedding plants there are a number of houses devoted to ferns and palms in

EDWARD REID WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin N. Y.

10,000...\$2.50 50,000...\$11.00 Sample free.
For Sale by Dealers

GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.



Henry M. Robinson Co.

55-57 West 26th Street
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Wholesale Commission Florists

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Telephone No. 755 **NEW YORK**
Farragut

commercial sizes and one sometimes wonders where a market can be found for such quantities of stock.

In the fields are acres of canna and more acres of dahlia all in full bloom and what is more to the point all true to name a fact which is unfortunately not always a fact in the trade. The cannas seem to have enjoyed the rains of the past season and are if anything better than usual. The dahlias not being so partial to rain were just a shade below some former years, looking over the fields and yet in the show the quality of blooms ran a bit higher.

Under the guidance of Mr. Vincent himself who had just returned from the New York show (crowned as I understand with honors and glory enough to make the ordinary man too proud to associate with we men of low estate, but not this man who is a florist through and through) we visited the trial plot and the field of novelties, here of course the center of attraction was the new variety Patrick O'Mara, of which the papers will be full for the next few weeks, but to see its habits and growth it must be seen right here, and I believe that a committee of experts would grade it as high on these two points as they did the flowers in New York. Going up and down the rows in this plot with Mr. Vincent, one soon realizes why he has made such a wonderful success of the dahlia, he is so full of enthusiasm and love for them that they simply have to respond with quality and beauty.

Mrs. Vincent was on hand with her usual hearty welcome for the ladies. During the afternoon our party pulled out at intervals some for a trip through Druid Hill Park of Baltimore and others direct home, all well pleased with the trip, and knowing considerably more about dahlias than they did the day before.

ALBERT M. KERR.

MR. MACKINTOSH IN NEW JERSEY

Dear Sir:—In the last issue of HORTICULTURE, in the editorial "Improvement Needed" you refer to Mr. D. L. Mackintosh as the well-known horticulturist of Stillwater, Minn.

Minnesota, however, can no longer lay claim to Mr. Mackintosh, as he came to the State of New Jersey in July to take charge of the estate of Manuel Rionda "Rio Visto," Alpine, N. J., which under the supervision of Mr. Mackintosh is to be developed into one of the finest country estates in the East.

Incidentally, Mr. Mackintosh also holds the title of Vice-President of the National Association of Gardeners.

M. C. EBEL.



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RAMBLING OBSERVATIONS OF A ROVING GARDENER

I am sure there is no more interesting private estate in New England than that of A. T. Lyman, at Waltham. Not only are the greenhouses filled with well grown and in many instances rare plants, but on the place are probably the oldest greenhouses in America, including one which was built for roses 130 years ago, and a grapery which is almost as old. In both houses the heat was originally provided by flues connected with pits in which wood was burned.

Mr. George F. Stewart, the head gardener, is just the man to have charge of this estate, for he has a genuine fondness for all that is antique and historical, and has taken great delight in getting together all the information

possible about the old greenhouses, the big trees that were planted a hundred years ago, the walks that were laid out with the assistance of George Washington, and the other interesting features of the place. Mr. Stewart has come prominently before the flower loving public during the past year by his remarkable exhibits at Horticultural Hall. Last spring he showed some of the finest calceolarias ever seen in the hall. At a later show he had a magnificent plant of Dipladenia, one of the most magnificent specimens ever shown. In the greenhouse are a number of seedlings from this plant, and it is interesting to note the variations in the color of the flowers.

About the greenhouses are some

very fine specimens of Fuchsia fulgens and heliotrope. At the recent fair in Waltham, Mr. Stewart received prizes for these plants. Visitors who go through the greenhouses have their attention called to a Cherokee rose plant which is over 80 years old, and has a trunk as large as that of a small tree. The branches cover the top of one small section of the greenhouse, and make a wonderful display when in flower. Unfortunately they turn towards the glass so that they are not very readily seen from within the house. As a specimen the plant is remarkable.

In the houses are many plants seldom seen in modern greenhouses, and apparently unknown to some modern gardeners. Yet in many instances they are very well worth cultivating. It is probable that some of them will be on exhibition at coming shows in Horticultural Hall.

There is something of interest all the year round here, but it is when



Campanula Medium

the Camellias bloom, during February and several months following, that the most gorgeous show is made. One house is filled with Camellias of many years' growth, and I doubt if a more complete collection can be found anywhere in New England. I hope that sometime the Gardeners' and Florists' Club of Boston will have a field day at the Lyman estate. If that day should come, every member should make a point to be on hand.

Those who view the heating of a greenhouse with concern should remember that Canterbury Bells make a good show in a cold house in spring. They are not difficult to handle. When planting out Canterbury Bells in the garden in the fall the plants should always be lifted with a good ball of earth. This is rendered easier by giving the plants a good soaking some time earlier.

Mr. J. K. Alexander, the Dahlia man of East Bridgewater, Mass., received much attention from the Springfield newspapers as the result of his exhibit at the Eastern States Exposition recently. Mr. Alexander had four imported varieties and more than five hundred American varieties at the exposition, with 100 square feet devoted to this exhibit. It was twenty-nine years ago that Mr. Alexander set out a few dahlia bulbs, but today he grows more than a million plants.

PHILADELPHIA VISITORS

John Wolf, Savannah, Georgia; Harvey Scheaf, Williams Co., Pittsburgh, Pa.; Mack Richmond, Baltimore, Md.; George W. Brown, Bethlehem, Pa.; George W. Hess, Botanic Garden, Washington, D. C. (on his way home from a trip to Japan-China.)

The Schoenhut Company has been incorporated at Buffalo with a capital of \$15,000. The concern will conduct a flower business, and the directors are Emma E. Schoenhut, John and Joseph Bauman.

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Advertisements in this Department, Ten Cents a Line, Net

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Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 post-paid. I. L. PILLSBURY, Galesburg, Ill.

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Daisies Bellis Monstrosa, Pink or White, also Longfellow and Snowball from strong plants, \$3.25 per 1000, \$9.00 per 3000. Cash BRILL CELERY GARDENS, Kalamazoo, Mich.

FORGET-ME-NOTS

Forget-Me-Nots, Alpestris Victoria, hardy dwarf blue, strong plants, \$4.00 per 1000 cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

GOLD FISH

Gold fish, aquarium plants, snails, castles, globes, aquarium, fish goods, nets, etc., wholesale. FRANKLIN BARRETT, Breeder, 4815 D. St., Olney, Philadelphia, Pa. Large breeding pairs for sale. Send for price list.

IRIS

Name	Color	Per 100
Brooklyn	mauve purple	\$4.00
Elizabeth	pale lavender	4.00
Herant	best lavender-blue	4.00
Honorabilis	popular yellow	2.00
Khedive	lavender, orange beard	4.00
Pallida Speciosa	dark lavender	3.00
Panchurea	smoke shade	3.00
Queen of the Gypsies	purplish red	3.00
San Souci	canary and brown	2.00
Mixed	all colors	2.00

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Wood labels for nurserymen and florists. THE BENJAMIN CHASE CO., Derry Village, N. H.

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D. V. REEVES,

Consulting and Erecting Engineer. Piping, Fixtures and Appliances installed for all purposes. Heat, Light, Power, Sanitation, Refrigeration, Air, Water, Gas, Oil, Sprinklers, etc.

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FOR SALE: About 40 boxes 16x24 German second glass, not boxed. Also all material from dismantled cypress greenhouse 150x22½, including 18 ventilators and 18 1 inch pipe supports, all housed up and in good order. Address GEORGE MELROSE, 671 Washington St., Quincy, Mass.

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30 H. P. Hodge Boiler in good condition. Price \$200. Knowles 4½x2x4 Duplex Steam Pump \$65. Another pump, same model, \$25. Cypress Water Tank, 8x8 capacity, 3,000 gallons, \$50. New ¾ inch Hancock Inspirator, Price \$10. Two transom lifting gears and fixtures. Morehead Steam Trap complete with valves, check valves and piping, \$70. Steam valves, 1, 1¼, 1½ and 2 inch. Check valves 1¼, 1½ and 2 inch. Many hundred feet of various sizes iron pipe, elbows, couplings, reducing tees, return bends, tees, caps, etc. Price cheap. Cypress sashes, double thick imported glasses, frames, etc. D. RUNGE, 1389 Bay St., opposite Winnecunnet Lake, East Norton, Mass.

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It will pay you to get our estimates.

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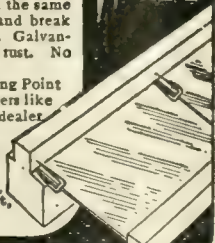
BUFFALO, N. Y.

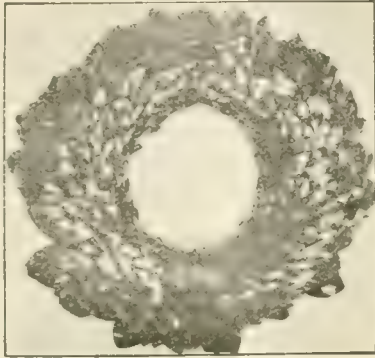
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Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts. The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

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MAGNOLIA WREATHS

12 inch to 20 inch spread\$1.00
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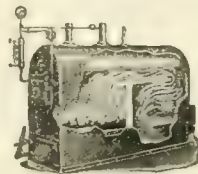
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Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

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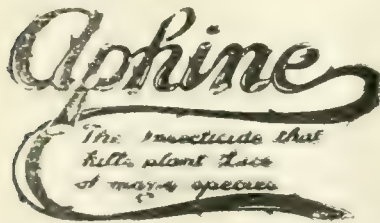
3,016,386 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

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After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

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The Recognized Standard Insecticide.
A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

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Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 20 to 50 parts.

½ Pint, 30c.; Pint, 50c.; Quart, 90c.;
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HORTICULTURE

Vol. XXXII

OCTOBER 16, 1920

No. 16

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California grown, mixed.....\$35.00 per 1,000

Separate colors, lavender, light or dark blue,
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Best French Sorts

Any size you want from three to twenty branches

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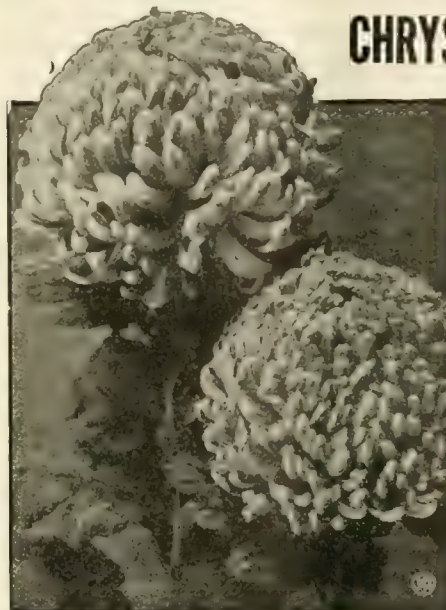
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Beauties, Russells,
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1000 FRANCIS SCOTT KEY	1000 FRANK W. DUNLOP
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2000 OPHELIA	

And one or two hundred each of the following varieties:

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NEPHROLEPIS Victoria (The Victory Fern). A beautiful, new,
crested form of Teddy Jr. 2¼-inch pots, \$3.00 per dozen, \$20.00
per 100; 3¼-inch pots, 50c. each; 6-inch, \$1.00 each; large speci-
mens, 8-inch, \$3.00 each; 10-inch, \$5.00 each; 12-inch, \$7.50 each.

NEPHROLEPIS elegantissima compacta. 3½-inch pots, 50c. each;
6-inch pots, \$1.00 each; large specimens, 8-inch, \$2.00 to \$3.00
each; 12-inch, \$6.00 to \$7.50 each.

NEPHROLEPIS Muscosa. 3½-inch pots, 50c. each; 5-inch, \$1.00 each.

NEPHROLEPIS Superbissima. 12-inch pots, \$6.00 each.

NEPHROLEPIS Dwarf Boston. 6-inch pots, \$1.00 each.

Packing added extra at cost.

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4 inch	\$3.60 per doz.	\$25.00 per 100
5 inch	5.40 per doz.	40.00 per 100
6 inch	8.00 per doz.	60.00 per 100

HOLLY FERNS, Cyrtotun Rockfordianum:—

4 inch	\$3.60 per doz.	5 inch	\$6.00 per doz.
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BIRDS NEST—5 inch \$1.00 each

TABLE FERNS, assorted—3 inch \$6.00 per 100

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Lantanas; Heliotrope; White Swanson; Coleus;
Moonvines; Salvia; Parlor Ivy; Achyranthes; Ageratum.
3 inch \$3.75 per 100

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Write for Prices.

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Nephrolepis Norwood Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

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Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.
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Catalogue upon Application
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ORCHIDS

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL, Summit, N. J.

S. A. F. & O. H. Department

NATIONAL PUBLICITY CAMPAIGN

We have often had to comment upon attempts made to adapt our slogan, "Say it with Flowers," to other lines of business, but it is rather new to us to hear of anyone using it directly, and changing their business terms to suit the slogan. A printing and stationery concern in Louisville, Ky., which puts out a house organ of rare quality made a "Say it with Flowers" number of its recent issue. Instead, of course, offering flowers, its advertising matter referred to orders as "flowers." A back page devoted to a cartoon carried the slogan prominently, and it appeared on most of the other pages. The substitution of intent was, naturally, obvious, but the slogan, in all the impressiveness of its message, was there the most artful design of a perpetrator could not keep it down.

How many times have we spoken of efforts made to pervert our slogan to other uses? The practice is becoming almost a continual performance. The stage, the press, and devisors of commercial literature are "sitting up o' nights," devising ways and means to pervert the slogan of the florists to their own use—and it can't be done.

Just think, all you florists who have not subscribed to the Campaign Fund, of the value of the slogan established in your interests, and how it is coveted by other lines of trade. And do you not experience a twinge of conscience because you have not helped to establish that slogan, preferring rather that your more generous brother shall pay the bills which have made establishment possible, and, incidentally, raised your industry to prominence in the eyes of the public. In other words, as Mr. Latshaw put it, at the recent Convention in Cleveland, you have allowed yourselves to come in the category of those who "crawl beneath the canvas of the circus tent."

For many weary months these weekly articles have been designed to bring those who have not subscribed to the fund to a sense of duty, not only to themselves, but to their most generous brethren who have made the general acceptance of the message "Say it with Flowers" possible. And we say to these thoughtless ones, that we realize the inattention they have given to this most important movement has not been intentional, that, at heart, they are really good fellows, and will

HYACINTHS TULIPS NARCISSUS CROCUS

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on Application

J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
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SUPREME BRITISH SEEDS

Get our prices for delivery from
1920 Harvest on all lines of
GARDEN and FARM ROOT
SEEDS.

KELWAY & SON

Wholesale Seed Growers,
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Cables: "Kelway Langport."

PAPER WHITES, LILIES, TULIPS, HYACINTHS, NARCISSUS and OTHER FALL BULBS

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BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS
RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES, new crop, shipped from New York, Denver, Chicago, and Toronto, Ont.

FOR FALL SHIPMENT

VALLEY PIPS, for forcing. Holland and German type. Shipment from New York.

BAMBOO STAKES

Natural and Green in all sizes—both domestic and Japanese.

Write for prices stating your requirements.

McHUTCHISON & CO. 85 Chambers St.
NEW YORK

at least save themselves from opprobrium by getting into line now, when sufficient support is needed to keep the publicity movement from going by the board, from losing the prestige and business-bringing power of the best trade slogan ever devised—"Say it with Flowers."

Why not send your cheque for what you think you can afford at once to the Secretary?

JOHN YOUNG, Secy.

43 West 18th St., New York

BOSTON

The Boston Branch of the National Flower Growers' Association has gone out for business in good shape, and should be showing marked results very shortly. As announced last week, headquarters have been established at 32 Otis street in the market district of Boston. A permanent secretary with headquarters at this address has been selected and will be at work among the members from now on. The man chosen, is Mr. George C. Moyse, an active and energetic man with a fine record. Mr. Moyse is 40 years old and has lived in the Waltham and Newton district for the past 30 years. He received his education in the local schools, Northwestern University and Boston University, where he is now taking a course in advertising and business management. For eight years Mr. Moyse was a Commissioned Officer in the National Guard, serving on the Mexican border and in the world war. While with the Yankee Division in France, he was a Company Commander and was promoted to Captain for conspicuous service at Chateau Thierry. At the end of the war he received his discharge with the rank of Major. Mr. Moyse has held several offices, having been an Alderman for two years and a member of the Legislature in 1920. He is a Mason, Odd Fellow and a member of the Knights of Pythias, Waltham Chamber of Commerce and American Legion. He is married and lives with his wife and daughter in Waltham.

At the next meeting of the Gardeners' and Florists' Club of Boston, on October 19, Mr. J. K. M. L. Farquhar will speak on "Impressions of European Horticulture Gained During a Recent Visit." There will be special displays of chrysanthemums, fruits and vegetables.

The Medfield Farms and Greenhouse Co., have been incorporated at Medfield, Mass., with capital fixed at \$150,000. The incorporators are Joel E.,

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail

NORTH ABINGTON, MASS.

PLEASE YOUR CUSTOMERS
by furnishing them with
**Framingham Evergreens, Trees,
Shrubs and Roses**
FRAMINGHAM NURSERIES
Framingham, Mass.

We Have on Hand the Largest Stock of
BOXWOOD
All Shapes
1,000 BAY TREES All Sizes
MONTROSE NURSERIES
N. F. McCARTHY CO., Props.

RHODODENDRONS
Parsons' Hardy American Seedlings
Office and Salesroom: 112 Arch St.
BOSTON, MASS.

Nurseries: "MONTROSE"
Wakefield Center, Mass.

Jessie, Vincent and Margaret Goldthwait, Peter A. Pederzini, Nando Rossi, Christine A. Norton and William J. Goldthwait.

Mr. A. Leuthy, the well known plant grower of Roslindale, Mass., has retired from the company and is planning to make a trip to Europe accompanied by his wife and son. The Leuthy Company will continue business under the direction of Messrs. Nelson, Cunniff and Slayter.



GEORGE C. MOYSE

THE MARKET

The market has been very dull for the past week. In Massachusetts and some other states the holiday contributed to this condition, and the good weather also figures in it because people who ordinarily would be buying flowers at this season were seeking their pleasure in the country or at least out of doors. Weather conditions have had some effect on the greenhouse stock also, chrysanthemums having suffered both from this cause and also from insects. As a result the bulk of the chrysanthemums offered are in pretty poor shape and prices run low. It is not until the Bonnaffons make their appearance that the mum market really takes proper shape.

Carnations are selling for only 2, 3 and 4c., while roses run from 5c. up according to quality. As a matter of fact, prices for all stocks depend largely upon what the grower can get.

John Smith, of Port Chester, N. Y., has built two new greenhouses to take care of his growing business.

The Travis Flower Garden, Douglas, Ariz. has been succeeded by the Gatliff Flower Shop.

The Nanz Floral Co. recently moved to larger and more convenient quarters on Frederica St., Owensboro, Ky.

MICHELL'S BULBS

White Callas (*Aethiopica*)

CLEAN, HEALTHY BULBS

1 1/4 to 1 1/2 in. diam. Doz. 100 1000
\$1.25 \$8.00 \$75.00

Godfrey Everblooming Calla

A popular variety for either cut-flower or pot plant sales. Excellent for design work.

First size, 1 inch diam. up..... Doz. 100 1000
\$1.75 \$12.00 \$110.00

Narcissus

PAPER WHITE GRANDIFLORA

We handle only the improved true type which produces the large flowers.

100 1000
First size, 13 ctm. up (1250 bulbs in case).....\$2.75 \$21.00
Monster Bulbs, 14 ctm. up (1000 bulbs in case)..... 3.00 25.00

HYACINTHS, TULIPS, NARCISSI AND OTHER SEASONABLE BULBS; ALSO SEEDS AND SUPPLIES.

SEND FOR OUR NEW WHOLESALE PRICE LIST, if you did not receive a copy.

MICHELL'S SEED HOUSE

518-516 MARKET STREET
PHILADELPHIA, PA.

FIELD GROWN Carnation Plants

100 1000
2000 Delight\$15.00 \$125.00
5500 Ward 15.00 125.00
100 Benora 15.00
1000 Bernice 18.00

W. D. HOWARD

150 South Main St., Milford, Mass.

INSTRUCTIONS ON GROWING MUMS

The Illinois State Florists' Association are distributing quite a number of Chrysanthemum plants among the children of that state and they have published the following instructions for the benefit of those who are taking advantage of the opportunity to secure the plants:

"When the plant is received, pot it in a 4-inch pot in good, rich soil, and place it where it will receive full sunshine, and when large enough shift into a 6-inch pot, being careful to put in good drainage and to keep it well watered at all times.

"When the plant is about 4 inches

high, pinch out the top, which will make it produce side branches, and when these are about 3 inches long, pinch out the end, and so continue to until August 10, making a bushy, well shaped plant.

"When the flower buds form, pinch off all but the one terminal bud on each branch; this will make better flowers of the ones that are left. When there is danger of frost see that the plants are covered, or in the houses, as a frost would spoil the flowers. After the buds are set a little extra fertilizer will help make better flowers.

"Another plan of growing would be to plant it out in a sunny place in the garden and keep well cultivated, keeping it pinched back and well shaped, same as described, and then about the first of September dig carefully and pot in a 6 or 7-inch pot, being careful to take it up in good shape and keep shaded and sprayed for a few days, when it should again have the full sunshine. If the pots are plunged in soil it will help keep them from drying out. Each plant should be tied to a neat stake with a thread leading to each branch."

In addition to giving away the plants the florists have gone to considerable expense to advertise the fact.

SNAPDRAGONS IN POTS

These, when well grown in pots, are valuable for furnishing, especially during the spring. Last year, having a goodly number of plants from seed sown in January, these were grown in 8-inch pots through the summer, says a writer in Garden Illustrated. When the seed had ripened in the autumn the plants were wintered in a cold house and, when they began to grow in spring, the old stems were removed and the plants given a top dressing of rich soil. When in full growth they were fed with liquid manure. They began to bloom in early May and kept on through the summer. Many of them were from 2 feet to 3 feet high and almost as much across. From these I have had a fine crop of seed. Those needing plants for house or conservatory decoration should grow these from seed, sown in late summer, putting five plants into a 5-inch pot, giving them a place in a light frame or house from which the frost is just excluded through the winter, pinching them at the beginning of the year. When the pots are full of roots put them into 7-inch or 8-inch pots, giving them liberal treatment. I grow nothing but self-colored sorts and medium height kinds.



Box-Barberry Bordered Formal
Evergreen Garden

BOX-BARBERRY

THE NEW HARDY BORDER
AND LOW HEDGE PLANT

Trade prices on request. Send for
What others have to say about

BOX-BARBERRY

SURPLUS

American Hemlock
Japan Iris (20 sorts)

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.

NEW HAVEN, CONN.

NEW INTRODUCTION

IBOLIUM PRIVET

THE NEW HARDY HEDGE PLANT

ASPARAGUS PLUMOSUS, 3 inch, \$50.00
per 1,000.

VERONA FERNS, 2 1/4 inch, pot bound,
fine plants, \$55.00 per 1,000, \$6.00 per
100.

NARROWS NURSERIES

92nd and 1st Ave. BROOKLYN, N. Y.

Primula Malacoides Rohrerii

The best strain of Malacoides on the market. 100 1000
Pink and Lavender, mixed,
2 1/2-in.\$7.00 \$60.00

PRIMULA Obconica Rosea,
Gigantea, Grandiflora, Apple
Blossom and Kermesina,
mixed, 2-in. 7.00 60.00
2 1/4-in. 8.00 70.00
PRIMULA Chinensis, 2-in. 7.00 60.00

C. U. LIGGIT

Wholesale Plantsman

Bulletin Building PHILADELPHIA

Paul Brookner and Page F. Potter, formerly with Johnston Bros. and Archie C. Aiken, for many years with Peter Murray, florist of New Bedford, Mass., recently opened the Colonial Flower Shop, 31 Westminster street, Providence, R. I.

HORTICULTURE

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OCTOBER 16, 1920

No. 16

THE TALK OF THE TRADE

One who watches the carnation market closely cannot fail to notice how often the variety Mrs. C. W. Ward stands as a fancy. Generally speaking, this variety will bring a top notch price when well grown, and a good grower can put a finish on the blooms that makes it class up with Laddie, and outside of this latter sort there is hardly a variety that will beat it. Take for instance this season of the year and the general run of carnations. Both New York and Boston the past week showed Mrs. C. W. Ward of as fine quality as any sort that was offered. It is not often that a carnation will stand out in front for so long a period as this variety.

There seems to be a tendency for Bouvardia to come back into favor. I don't think there has ever been any trouble in selling good cut spikes of this flower, but for a while back only a very small amount was grown. The last few seasons, however, have shown an increase which has been pleasing to the retailers, and I feel safe in saying that the growers are getting a fair

return for their crop. It is not a particularly hard crop to handle.

In addition to the varieties of chrysanthemums which I mentioned last week, namely Golden Glow, October Frost, Unaka, Marigold and Chrysolora, extra good stock of October King and Tints of Gold are appearing, also the beginning of the early pompons and singles, and this latter type is a welcome addition to the retailer. I find that many growers think that under present conditions their margin of profit is much better on these types than on the larger flowered varieties. The question of labor is the all-important point, and there is of course a great saving on the time needed for disbudding and tying up.

The circular issued by the New York Florists' Club pertaining to the National Publicity Campaign must be of interest to everyone who thinks at all about the possibilities of advertising in our business. The National Flower Growers' Association of course is working along the right lines, and that association takes care very nicely of

the growers and the part that they should pay; but the real question seems to be what the retailers should do or what would be a fair basis to work upon. This circular refers to one association which taxes the retail members one-half of one per cent of their gross purchases, these amounts being added to the total when stock is bought from wholesale commission houses, growers direct or in whatever way purchases are made, and that amount in turn turned over to the treasurer of the association. The retailers have not taken kindly to the idea of taxing their gross amount of business on a percentage basis, and it does seem that deducting the percentage from the gross purchases would be more pleasing to them. The money collected is of course for advertising purposes. In one case an association proposes to use 75 per cent for local advertising and 25 per cent for national. Whether these proportions are fair is a matter for the future to decide, but at any rate it isn't far wrong, and there is no question that there must be a different way of collecting the necessary funds for advertising than that which has previously prevailed, namely voluntary contributions. The work being accomplished



A HOUSE OF CARNATIONS

is for the good of everyone connected with the trade and everyone in the trade should do his part.

I have noticed that a lot of retailers take kindly to cut sprays of *Buddleia asiatica*. This I found particularly true through the Middle West and I believe that this flower is well worth a place in every retail store. When well grown it can be cut so as to keep a reasonable time. It is very fragrant but certainly should be grown in a cool temperature. From what I have observed I also favor the growing of this crop in pots. Small stock from early spring propagating will make good flowering stock in 5 inch pots in the fall and winter. This *buddleia* blooms from November 15th on into the middle of January, according to how it is handled, and I am surprised that more is not grown for cut flower purposes. Try it out; you will find that it comes in very handy in the retail trade.

OILED ROADS

Oiled roads are not for our pleasure with horses, but they do help in getting our crops to market, free from the dust of the old highways. Did Robert Browning foresee the beauty of the reflections from their mirrored surface when he wrote, "And straight was a path of gold for him?" Ask yourself that question the next time you are setting your faces westward about five o'clock these October afternoons? We are apt to think of the beauty of the olden days and to feel that modern inventions make life more prosaic, but look at our modern highways, even with "the chariots raging in the streets" as foretold by the old Prophet Nahum, "and justling one against another in the broad ways" and see the flood of golden lights which radiates back from their hard surface and you will say with Browning "And straight was a path of gold for him and the need of a world of men for me."

M. R. CASE

Hillcrest Gardens, Weston, October 10th, 1920.

The directors of the Allied Florists' Association of Chicago have appropriated \$3,500 to open the fall campaign in the first or second week in November with a "Say it with Flowers" week, and elaborate preparations are being made to stimulate public interest.

President Breitmeyer Reelected

Annual Convention of the F. T. D. at Indianapolis— President Breitmeyer's Address

At the Wednesday meeting of the F. T. D. convention at Indianapolis, Philip Breitmeyer of Detroit was unanimously reelected president. Mr. H. T. Dillemath of Toronto was elected first vice-president. Max Schling of New York, H. P. Knoble of Cleveland and Edward Sceery of Paterson, N. J. were made directors. The directors subsequently reelected William L. Rock of Kansas City treasurer and Albert Pochelon of Detroit secretary.

The annual convention of the Florists' Telegraph Delivery Association is being held at Indianapolis as we go to press. The attendance is very large and a great amount of important business is being put through. The address of Pres. Breitmeyer was listened to with greatest attention and pronounced by all present as one of the most masterful efforts of the kind ever made. It was in part as follows:

The President's Address

What has the F. T. D. done for the profession? If it has done more than one thing which stands uppermost for advancement, it has brought about a credit system hardly equalled by any other Association. It is really a grand corporation which can bring about so much progress as this organization has done.

We are very grateful for the co-operation of the leading men in our profession, and I fail to see why some florists ignore the privilege of lending their support and enjoying the spirit of co-operation.

Let us hope that they will awaken, through our efforts and constant endeavor, to the duty they owe to their fellow men, and to the public.

There is no excuse for them now, when one stops to consider that only a few years ago there was a muster organization of fifty seven men, and today we can boast of over seventeen hundred. Have you ever stopped to consider the size of this corporation which you belong to? Do you consider the value of your stock? I doubt it very much if you do. I say to you. No stock holdings in your possession earns such dividends as your investment in the F. T. D.

There is no need for competitive organization. Failure has been the experience of those who have tried this way. Failure because this organization has a parent, honored by our

National Government, and this parent will at all times fill your wants.

I am pleased to say that reports on Service from the smaller towns are most satisfactory, which condition indicates the enterprising spirit of the florist in the smaller towns.

It is the co-operation which can be improved. No place is too small wherever there is a florist, or dealer in flowers. We seek their affiliation, they have as great an advantage as the florist in large cities, in fact more so, because they have seventeen hundred establishments serving them at all times.

Membership

To my mind the membership of the F. T. D. should be unlimited. Every hamlet has a dealer in flowers; I say dealer, because there are many men selling flowers, that have no conception of what brings flowers to life.

They do not know even the first rudiments of the profession, but since there is no distinction in law, we are admitted to be a florist.

It is therefore, the duty of the F. T. D. Florists to educate their brother florist. I have outlined how this can be done.

We have numerous queries, some object to their local florist becoming a member, chiefly for reasons of their own, and unless the objection is well founded, it cannot be heeded.

There are cases where a person may not be worthy of assistance, but usually there is a cure for all ills that exist.

Someone objected to the nationality of a person and stated that in their opinion, the F. T. D. should consist of all Americans. In America this great melting pot, how could anyone be anything else but an American.

Our past experience has taught us that we must make good Americans of all foreign nationalities. It is our duty to make better Americans, as we go along. By kindness, all evil is overcome, and so I say, the F. T. D. stands for advancement, and the day is coming when F. T. D. membership will be 100 per cent American.

I estimate that 1,700 members average 10 orders per month. This totals seventeen thousands orders. Imagine, five thousand members at twenty orders per month, and see the figure. How they accumulate. Ten cyphers would not suffice.

The Flower Shop

The flower shop of today has ad-

vanced, it is not the shop of ten years ago. Have you ever studied the requirements of your shop? Have you taken cognizance of the methods of your competitor? Have you trained your eye to be of service to you, to see that things are done which make for a good condition?

It has been my good fortune to be connected in the selling of flowers for many years and I rejoice in the pleasure it has been for me to watch the developments of this department.

I have noticed with much satisfaction, the improved conditions in the window displays, since the F. T. D. competition has been in vogue. Detroit is proud of having the honor of the first display under the F. T. D. auspices.

F. T. D. window week should be made permanent, and should be followed by all our members throughout the countries, celebrating as it were during assembly week.

Never miss a chance for publicity. One of our stores had a publicity compliment paid to its display of trained animals in our show window. This is worthy of mention because it may be applied in a similar manner. This window was arranged in a grotto effect, having family of alligators and turtles. Mrs. Gray in charge of this store, has christened each one of them, and as they performed acrobatic tricks, they naturally attracted much attention.

A newspaper reporter evidently amused at the display published a story on this splendid display of wild trained animals. Needless to remark, it was good publicity.

Many new features have been added to the flower shop of today which have proven essential and profitable. The sale of articles which can be combined with flowers has advanced and is applied to many of our leading flower shops. To those who are interested I would be glad to give my experience in this line.

I wish to enumerate a few things for action. Refrigeration is fast becoming a problem. We should endeavor to find the most economical methods which can be used in our shops, and here I should like to recommend that an effort be made by the organization to make investigation and report their findings.

Co-operation in Delivery should be given some thought, for surely delivery expense is steadily increasing. Packing materials, especially boxes. Can any method be employed for economy in the use of this article?

A uniform accounting of books especially for F. T. D. members.

Also co-operation with the em-

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS
of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.



New Crop Flower Seed and Bulbs

SOW NOW

Salvia, Petunia, Verbena, Salpiglossi, Asparagus,
Cosmos, Candytuft, Snapdragon, Lobelia,
Phlox, Scabiosa, Gypsophila.

BULBS—Gladioli, Cannas, Tuberoses, Caladiums, Dahlias,
Anemones, Maderia Vines, Cinnamon Vines.

Lilium Auratum, Rubrum, Magnificum, per case, \$32.00.
Lilium Giganteum, 7-9 Case 300, 8-9 Case 250; per case,
\$50.00.

If you have not received our Florist List, a post card
will bring it.

Fottler, Fiske, Rawson Co.

12 and 13 Faneuil Hall Square

BOSTON, MASS.



Rhododendron carolinianum

New American Species

CLEAR PINK. ABSOLUTELY HARDY

Send for prices and full description, and Catalogs
of the only large collection of Hardy Native Plants.

Highlands Nursery
Boxford Nursery

HARLAN P. KELSEY, Owner
Salem, Massachusetts

SEEDS AND BULBS Boddington's

128 Chambers St., N. Y. City

ployees. We cannot ignore the fact that men and women must be dealt with on an equal basis.

Directors

One of the most essential factors in a growing organization, such as the Florists Telegraph Delivery Association, is its Board of Directors.

Therefore, care and judgment should be exercised in the selection of these men.

There are many of our members who are able and willing to give their time and experience, and these

PRIMULA TOWNSENDII, our selected strain, out of 3 inch. ready for 4½-5 inch pots, \$15 per 100.

DRACAENA INDIVISA, field grown plants, ready for 5-6 inch pots, \$25 per 100. No orders accepted for less than 100.

BOUGAINVILLEA SANDERIANA, fine specimen plants, \$2-\$4 each.

OTAHEITE ORANGES, field grown plants, ready for 5-6 inch pots, \$1 each.

A. L. MILLER

JAMAICA

NEW YORK

are the men that should be chosen for the work.

I would like to recommend that the personnel of your present Board of Directors be considered for further service, because as in other corporations, it would seem the wisest thing to do.

HORTICULTURE

Established by William J. Stewart in 1904

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EDWARD I. FARRINGTON, Editor.

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 Discount on Contracts for consecutive insertions, as follows:

One month (4 times), 5 per cent.; three months (13 times), 10 per cent.; six months (26 times), 20 per cent.; one year (52 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

The golf clubs of the country are great users of the finer lawn grasses. They have had to go without these to a large extent the past five years on account of the war. The situation seems a little better this year according to the recent offerings of European houses. But the supply is still very limited on *Poa nemoralis agrostis stolonifera anthoxanthum odoratum* and *Festuca tenuifolia*, so that all the big houses are busy picking up all they can capture on these items as offered.

More and more are florists the country over realizing the benefits of organization, not only in a National way but also in the local field. Chicago has been the leader in this respect and has gained an international reputation because of the way in which its florists have gotten together. It is interesting to find that the florists of New York are at last falling into line with a broad-gauged plan for co-operative work. As President A. M. Henshaw of the New York Florists' Club says in a circular which he is distributing widely, "The florists in and around New York have been criticized on account of their seeming indifference to any movement which is likely to benefit the trade." There has been a general impression that the New York florists for various reasons would not get together for a united stand. It seems, however, that it only needed a certain amount of prodding to bring about a general appreciation of the fact that New York was hurting itself or was being harmed by such criticism. The result is shown in the decision of the New York Florists' Club to attempt a general getting together plan. It remains to be seen whether there will be a general response to Pres. Henshaw's appeal to the members of the five associations

which include the bulk of the growers, wholesalers and retailers to get together and give the whole question a thorough consideration at an early date.

It is not to be expected that any movement of this kind will go forward without a certain number of hitches. Many viewpoints will have to be considered and there will have to be a well developed give-and-take spirit to result in the best good for all. We believe, however, that the New York growers are capable of getting together on the proper basis and that they will do so.

It is interesting to find in this connection that the movement has taken shape on the Pacific coast and that the San Francisco florists have already formed an association which includes every florist in the city except one. Already important results are seen in an arrangement for closing the stores half the day on Sundays with the expectation that complete Sunday closing will follow. Truly, the spirit of co-operation is in the air and every part of the country is certain to feel it sooner or later.

There never was a more businesslike or more successful convention of florists than that of the F. T. D., held in Indianapolis the past week. As was expected,

the attendance was large and the interest keen. Florists the country over are beginning to realize this association is of incalculable value to them in the furthering of their business interests. It serves as a medium for co-operation and exchange such as could not be obtained any other way. It was a well deserved tribute to Mr. Philip Breitmeyer, as he was re-elected. President Breitmeyer is an exceedingly able official, and seldom has a busy florist been found who would devote much time, energy and concentrated thinking to the advancement of the association. His address made at Indianapolis was one of the best efforts of the kind ever heard at a florists' convention anywhere. This was the frank opinion of those present. Mr. Breitmeyer covered the entire range of the association's activities and put his finger on the most important matters which needed attention. There is no question but what he is right when he says that there is greater need for active co-operation. If there is one place where florists make a mistake it is in failing to realize the extent to which they are bound together by the nature of the business in which they are engaged. Of course each individual store must make its special appeal and there will be constant competition, but in the nature of events the demand for flowers must be built up by the united efforts of all concerned. No florist with a proper appreciation of an honorable method of doing business can be content to sit back and enjoy the fruits of his fellow workers' campaign without doing something on his own part to insure the success of these campaigns.

President Breitmeyer's whole address was full of important suggestions and meaty statements. It is well worth a careful reading and a deep pondering. The F. T. D. goes forward for the next year with a brilliant set of officers and should prosper as never before.

Penn.
The Florist

"The Telegraph Florist"

Member of Florists' Telegraph Delivery

124 TREMONT ST.

BOSTON

Flowers Under Glass

This is a good time to make cuttings of begonias of the semper florens class in order to have four-inch begonias next spring. Most of the Rex and the flowering begonias can be propagated at many seasons, but this seems to be the most convenient time in which to work up a supply. From now on we can rely on steady bottom heat, which is an important factor. There is some difference with certain of the shrubby begonias which furnish the best cuttings in early spring.

It is important to give the roses a good syringing at least once a week, even though they may be growing freely and seem to be free from disease. Spider is very likely to creep in and do damage if the plants are not watched, and it works so insidiously that it often spreads badly before it is discovered. As all rose growers know, it is a difficult matter to clean out spiders at this season, with the winter months coming on. It is best to syringe quickly at a high pressure in order to avoid using any more water than is necessary. The less water around the houses at this season the better. Still, it is necessary to get into all the corners and especially around the braces. After you have syringed the benches go over them and shake the plants as much as you can without taking too much time, as this helps to have them dry off well before nightfall. Of course, you will not neglect lime, which is very necessary. You will find it necessary to carry a little more air than usual at night after syringing as this will help to dry out the house again.

How are you fixed for manure? With the growing scarcity it is a good plan to buy it here and there, whenever the opportunity offers. You can hardly get too much, and if your supply is exhausted too soon it may prove a serious matter for you. It's a fine plan to have a concrete platform with drainage into a manure tank or cistern, but if this arrangement is not possible you should be careful to pile the manure in square heaps not too high, and placed where it can be turned readily at intervals. It doesn't do any harm to have a little straw in

ALLSTON & BRIGHTON, MASS.

ROGERS FLOWER SHOP Member
F. T. D.
1231 Commonwealth Ave., Allston, Mass.

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581 MT. AUBURN STREET
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F. T. D.

LAWRENCE - - MASS.

A. H. WAGLAND

We Cover
LAWRENCE, METHUEN, ANDOVER,
NORTH ANDOVER, SALEM, N. H.
and Contiguous Territory
Member of F. T. D.

BEVERLY, MASS.

BEVERLY FLOWER SHOP Member
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MALDEN, MASS.

J. WALSH & SON Members
F. T. D.

HALL, The Florist

Telephone 1422

1 Main Street, TAUNTON, MASS.

National Florist for Taunton and Vicinity



GUDE BROS. CO.
WASHINGTON, D. C.

Member Florists Telegraph Delivery

FLOWERS The Best at The Lowest

The Largest Popular Price House in Philadelphia

F. M. ROSS

Send orders to
136 So. 52nd Street, Philadelphia.
Other Stores
13 So. 60th St., 212 E. Girard Avenue
PHILADELPHIA

Member Florists' Telegraph Delivery.
Orders from all except members of the F. T. D. must be accompanied by remittance.

**JOHN BREITMEYER'S
SONS**

Cor. Broadway and Gratiot Aves.
DETROIT, MICH.

**Artistic Designs - - -
High Grade Cut Blooms**

We cover all Michigan points and good sections of Ohio, Indiana and Canada.
Member Florists' Telegraph Delivery Association.

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery Association

WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.

Member Florists' Telegraph Delivery

BAUMS HOME OF FLOWERS

KNOXVILLE, TENNESSEE

Personal attention given orders for Knoxville and East Tennessee

Members of F. T. D.

ST. LOUIS, MO.

FRED C. WEBER

4326-28 Olive St.

Member Florists Telegraph Delivery Ass'n.
NOTICE INITIALS. We have one store only.

The Beacon Florist
7 Beacon Street, **BOSTON**
Near Tremont

J. EISEMANN, Manager, 14 years head decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

BOSTON, MASS.

**Houghton Gorney
Flower Shop** Member
F. T. D.

Under the Park Street Church



DARDS FLOWER SERVICE

has spent **GUARANTEED SATISFACTION**
for nearly **FIFTY YEARS**.

Regular European sailings now established.
Let us fill your orders for **Steamer Flower Baskets, Corsages and Artistic Boxes of Cut Flowers.**

DARDS, Inc., Florist,
341 Madison Ave., New York

S. A. ANDERSON

440 Main St., Buffalo, N. Y.

ANDERSON service means fresh, sturdy
Stock and prompt deliveries in **BUFFALO,**
LOCKPORT, NIAGARA FALLS and
WESTERN NEW YORK.

Member Florists' Telegraph Delivery.

HESS & SWOBODA FLORISTS

Telephones 1501 and L 1532

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THE KNOBLE BROTHERS CO.

Flowers and Nursery Products

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We are well equipped to handle
your orders.

1836 W. 25th Street CLEVELAND, O.

THE SMITH & FETTERS CO

735 Euclid Avenue

CLEVELAND, OHIO

Flowers of Every Kind in Season

PHILADELPHIA

CHAS. H. GRAKELOW F.T.D.

Everything in Flowers

Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.

E. P. NEIMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER, COLORADO

the manure, but it must not be too coarse. Sometimes when florists get their manure from dairymen they can get the latter to cut their bedding short, which makes it better for the greenhouses. Of course, you will watch the piles carefully to see that the manure does not burn, which it is very apt to do if piled high, and not kept wet. After having burned it is of little value. Sometimes a good wetting down is imperative, but should be avoided unless the manure shows signs of heat.

It is a good time now to get together such supplies as a florist is likely to need during the winter. Probably it will be easier to get deliveries now than later on. This includes moss, wire designs, ribbons and the like.

Lomarias with proper treatment are quite useful for general house decoration. They can be grown into attractive miniature tree ferns, and when young make good center pieces for the table. After the plants become large and pot bound they can be root pruned and put back into the same size pots. Then they will make a new set of roots, and with a little bottom heat will make a new crown. Lomarias are readily raised from spores sown in shallow pans or boxes and kept in a temperature of 70 to 75 degrees in a close atmosphere and well shaded from the sun. It is best to use fine peaty soil or leaf mold, with some silver sand added. When the plants are large enough to handle transfer them to fresh soil and keep them at a night temperature of 60 to 65. When they have produced two or three upright fronds they can be put into thumb pots in a soil of one-half loam and one-half peat or leaf mold, with a little sharp sand. Pot them as needed so as keep them moving. Lomaria Gibba and intermedia are the best varieties.

PRICES FOR 1921

Although labor costs have not decreased it would seem that "the peak" of prices has been reached, if not already passed; and those who are interested in making prices on flower stocks of various kinds should remember this and not advance prices except where clearly justified. We are pleased to note that flower growers are, in the main, entirely reasonable in this respect, and but few things have been advanced for the coming season, whereas many things have been reduced in price with the general average holding about steady.—
The Flower Grower.

FOR

KANSAS CITY

Transfer Your Orders to

SAMUEL MURRAY

1017 Grand Avenue

Member Florists' Telegraph Delivery

CLEVELAND

A. GRAHAM & SON

5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

DAVID CLARKE'S SONS

Deliver orders from any part of the country to

New York City

Write or Telegraph

2139-2141 Broadway, - New York

Telephone 1552-1553 Columbus

KOTTMILLER, Florist

426 Madison Ave. and 49th St., New York. Also Vanderbilt Hotel

Telephone, Murray Hill 783

Out-of-Town Orders Solicited. Location Central. Personal Attention.

Member F. T. D. Asso.

New York's Favorite Flower Shop

G. E. M. Stumpff

5th AVENUE and 58th STREET
Member F. T. D. Ass'n

HIGH GRADE PLANTS

For Retail Stores a Specialty

ASK FOR LIST

THOMAS ROLAND, Nahant, Mass.

THE J. M. GASSER COMPANY,

CLEVELAND

Euclid Avenue

The Far-Famed Flowers of

TORONTO

Delivered on mail or telegram order for any occasion, in any part of the Dominion.

JOHN H. DUNLOP

8-10 West Adelaide St. TORONTO, ONT.

When writing to advertisers kindly mention HORTICULTURE

George Watson's Corner

"You in your small corner and me
in mine."

Chas. Sim went to the Bryn Mawr Hospital on the 8th inst. Eye trouble. He expects to be there until the 15th inst.

The first cuts of pink chrysanthemums appeared in the market on the 5th inst. These were sent in by George Didden at Hatboro. The variety was Unaka and were very creditable specimens. George Auegle our live commission man had no trouble in selling these to his next door neighbor Pennock Bros. These live wires are always on the lookout for the latest and best and never allow any of the lesser lights to get a show if they can help it.

Our old friend Charles L. Seybold, park superintendent of Wilkes-Barre must be a busy man these days, looking after old parks and making new ones. We quote the following interesting editorial from the Philadelphia Record:

It is a rather curious coincidence that there appeared in Sunday's "Record" two interesting stories regarding Wilkes-Barre—one, profusely illustrated, laying emphasis upon the beautiful parks developed by the Luzerne capital, and the other, a news report, stating that a local millionaire, Fred M. Kirby, after whom it is proposed to name a fine community park, intended to reciprocate by giving \$250,000 as a fund for the proper maintenance of this pleasure ground. Thus we see how civic virtue is its own reward. Wilkes-Barre, a notably progressive city and finely located on the Susquehanna, has spent its money freely in providing attractive parks for its people. Now some of this comes back to it through the enterprise and public spirit of one of its own citizens, who will give a new impetus to the movement. The incident is one which is commended to the attention of other millionaires who may be desirous of leaving some memorial of themselves. There can be no better one than a handsome park, which will endure for centuries to come.

All of which is very true and very well put and we pass same along to a wider field than the local paper covers.

The passing of J. R. Johnston, Oct.

LILIES for XMAS

There's only one way to have them. Plant

BULBS FROM STORAGE Sound and Unsprouted

Big returns are assured for November and December Cutting.

Express shipments at intervals to suit you.

LILIUM GIGANTEUM 6½ to 7 in. (350 to case) per case, \$45.00
7 to 9 in. (300 to case) per case, 45.00
8 to 10 in. (225 to case) per case, 50.00

A few colored Lilies and Valley also on ice—write for prices.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

FARQUHAR'S UNIVERSAL MIGNONETTE

This Mignonette is considered to be one of the finest for the greenhouse, and has received many Awards where exhibited.

It produces enormous sweetly scented spikes of reddish-green flowers, which are greatly in demand for cutting.

1-4 oz., \$4.00; 1-8 oz., \$2.00; 1-16 oz., \$1.00

R. & J. Farquhar Company, Boston, Mass.

STUMPP & WALTER CO. Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

Bolciano's "Big Crop" Seeds

"TESTED AND TRUSTED" OVER A CENTURY

Special Price List to Florists and Market Gardeners. Write for a copy at once—it will save you money.

J. BOLCIANO & SON
BALTIMORE, MARYLAND

EVERYTHING IN CUTTINGS AND
SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

ROMAN J. IRWIN
IMPORTER

43 West 18th Street NEW YORK

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
82 Dey St., NEW YORK and ORANGE CONN.

SEEDS, BULBS, PLANTS JOSEPH BRECK & SONS, CORP.

47-51 North Market Street
BOSTON, MASS.

W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS
Horticultural Sundries
166 W. 23rd St., NEW YORK

8th, takes a unique personality from the glass world. For over a quarter of a century he has dominated the business of manufacturing window glass all over the United States and in many foreign countries. He was the forward spirit for countless factories and was ever in the lead for new and better business. And as an entertainer at social functions of the trade he was first, last and all the time, head cook and bottle washer. He did all the thinking and planning and all the rest of the multitude had to do was to come along to conventions and

picnics and outings and enjoy themselves. They knew that if Johnston was handling it, nothing would be left undone—and that there would be refreshing novelty, and genuine enthusiasm all along the line. A wonderful spirit was J. R. Johnston—and few of us will ever look on his like again.

Chas. A. Woodman has purchased the business of A. C. Eastwood, Florist, Alliance, O., and will conduct business under the name of Woodman's Flower Shop.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

This has been a wonderful season for dahlias. As I write this the plants in my garden are still blooming in spite of several rather cold nights. There never has been a year, I think, when there have been so many dahlia shows or when they have been so largely attended. An interesting feature of the present era of dahlia enthusiasm is the tendency on the part of growers to specialize. This tendency, I think, will grow because of the great diversity in the different types and the difficulty which any amateur has in keeping track of the varieties when growing all the different forms. Of course, the cactus dahlias have a tremendous number of devotees, but I find the peony flowered and single dahlias very high in favor. There is a constant turning towards single varie-

ties in all classes of flowers so that I look for a much greater development among single dahlias and those of the collarette type than has been seen up to the present time.

One is almost overwhelmed when confronted with the constantly growing lists of varieties. It is obvious that some sort of process must be put into operation that will limit the number and make selections of the very best. Looking back through dahlia literature we find that this flower is quite a modern introduction when compared with other favorite flowers, like the carnation and the tulip. Still, if you go back early in the century you will find that dahlias were then grown in considerable numbers. The Annual Dahlia Register, an old English publi-

cation dated 1836, mentions at least 750 varieties. According to a writer in the *Gardeners' Chronicle* (English) the pompom dahlia was first introduced in 1850 by growers in Germany, from which country large numbers were sent to England. I understand that there is discussion in England about attempting to make a complete alphabetical list of dahlia names, past as well as present. It is hard to see what actual good would be accomplished, and yet such a list would be interesting. At the same time it is pretty safe to say that the compiler would be going dangerously far if he labeled a list complete even after having gathered together every name which he could find in catalogues ancient and modern.

The multiplicity of names and varieties is a matter which affects all classes of popular plants. This is especially true of roses, and I am interested to find that the matter is being taken up in Europe in much the same way as in this country. Prom-



SEMI-DOUBLE CACTUS DAHLIA EDELWEISS

EDWARD REID WHOLESALE FLORIST

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES
and all Seasonable Varieties of Cut Flowers

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin N. Y.

10,000....\$2.50 50,000....\$11.00 Sample free.
For Sale by Dealers

GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.



Henry M. Robinson Co.

55-57 West 26th Street
and 430 Sixth Avenue

Telephone:

Farragut 13 and 3180

For All Flowers in Season Call on

THE LEO NIESSEN CO.

1201 Race St. Philadelphia, Pa.

CHARLES E. MEEHAN

WHOLESALE FLORIST

9 South Mole Street

Orders and Consignments Solicited

PHILADELPHIA

DREER'S

FLORIST SPECIALTIES
New Brand New Style
'RIVERTON' HOSE

Furnished lengths up
to 500 ft. without seam or
joint.

The HOSE for the FLORIST

1/4 inch, per ft., 22 c.

Reel of 500 ft., 21 c.

Reels, 1000 ft., 20 c.

1/2 inch, 19 c.

Reels, 500 ft., 18 c.

Couplings furnished with-

out charge

HENRY A. DREER
714-716 Chestnut St.
PHILADELPHIA, PA.



inent rosarians over there are appealing for a national rose garden in which complete tests might be made. As Walter Easlea points out, there is danger of losing many good varieties by the influx of so many often worthless novelties. Writing in one of the English papers, Mr. Easlea says: "I used to believe that a national rose garden should be established after the manner of Kew Gardens, but the less we have of bureaucratic control the better for all. Nor do we want any special society to manage the garden. Let it be truly national, and maintained by all true lovers of roses. Such a garden as I have in mind would contain every variety procurable, and every method of cultivation would be demonstrated. The task of collecting the roses would be a heavy one, but it would be worthwhile."

People are easily misled in their judgment of flowers, because of the conditions under which the flowers are grown. Thus a writer in one of the papers describes the flowers of Dorothy Perkins as a sharp, acrid yellow pink. Evidently the writer had seen poorly grown specimens, for at their worst Dorothy Perkins sometimes does approximate the description given. Of course, Dorothy Perkins, with even a fair show, makes a very different appearance, being one of the handsomest roses we have, as well as one of the most attractive. Probably one reason why amateurs get poor results from climbing roses is because they try to have them make too much growth the first year instead of cutting them back sharply as they should do when they are set out.

GENERAL NEWS NOTES

Walter S. Schell, the seedman of Harrisburg, Pa., who recently purchased the three story building at Tenth and Market streets, has announced plans of incorporation. He expects to incorporate for \$200,000, and have a profit sharing plan in which the employees will participate. This corporation will include J. C. Stevens, C. M. Storey and J. W. Yeakle.

Park Commissioner James B. Shea, of Boston, has opened bids for extensive improvements on Boston Common and the Public Gardens. More than \$70,000 will be expended, and this will include a large amount for bulbs to flower next spring.

The American Legion, at its recent convention in Cleveland, agreed to adopt the red poppy as its official flower, and urges its members to wear it on Armistice Day as a memorial to their buddies who made the supreme sacrifice.



Be sure and get Meyer Threads and take no other.

Charles Futterman

WHOLESALE FLORIST

110 West 28th Street, New York

CONSIGNMENTS SOLICITED

Returns Daily.

Checks Weekly

E. G. HILL CO.

Wholesale Florists

RIEHOHMOND, IND.

Please mention Horticulture when writing.

REED & KELLER

122 West 25th St., New York

Florists' Supplies

We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
and are dealers in
Decorative Glassware, Growers and
Florists' Requisites

THE KERVAN CO

Fresh Cut Decorative Evergreens
Highest Standard of Quality. Largest
Stock in America. Write for Illustrated
Catalog of Greens and Florists' Supplies.

119 W. 28th St., - NEW YORK

FUTTERMAN BROS. Wholesale Florists

CONSIGNMENTS SOLICITED

101 West 28th St., NEW YORK CITY

Telephone, Watkins 9761

WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to
UNITED CUT FLOWER CO., INC.

111 W. 28th St., New York
D. J. Pappas, Pres.

FRANK J. REYNOLDS CO. Wholesale Florists

Boston Co-operative Flower Market
260 DEVONSHIRE STREET
BOSTON, MASS.

MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS
Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

When writing to advertisers kindly
mention **HORTICULTURE**

BOSTON FLORAL SUPPLY & SNYDER CO.

Wholesale Florists

15 Otis—96 Arch St.

BOSTON, MASS.

Telephones { Fort Hill 1083
Fort Hill 1084
Fort Hill 1085
Main 2574

Largest distributors of flowers in the East.
Manufacturers of artificial flowers, baskets, wire frames, etc.

WILLIAM F. KASTING CO.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6267
5948 WELCH BROS. CO. 262 DEVONSHIRE STREET
BOSTON, MASS.

Little Talks on Advertising

Randall-McLoughlin, the Seattle seedsmen, use very good taste in their newspaper advertising. While they do not indulge in very large space, they make it count by a display which is sure to attract the eye. At the top of their single column advertisement they have a small picture of tulips, with the words: "Holland bulbs for fall planting," in heavy black type printed across the cut.

The ad then goes on to say: "The greatest stock of genuine Holland bulbs ever seen in Seattle is now in transit and will be on show in about a week's time. The shipment includes hyacinths, tulips, daffodils and freesias, all of No. 1 size and of first-class stock. This is your chance to get the kind and quality of bulbs you have always wanted." It seems to me that this direct appeal concentrating on one subject and presenting it in such an attractive way, is bound to bring results in increased sales, which of course, is what all advertisers are looking for.

A number of Western florists and seedsmen are thoughtful advertisers. Young & Lester, of Walla Walla, while also using small place, use it to advantage. They make a very good suggestion in one of their advertisements

when they say: "There are so many beautiful blooms selection is really bewildering. Let us help you make up a bouquet or garner a gathering of cut flowers rich in color and fragrance. Tell us the occasion and we will choose rightly for you." It seems to me that this offer of assistance is likely to find a response from the readers of the advertisement.

As is naturally to be expected by everybody acquainted with the Hollywood Gardens, of Seattle, and the tremendous business done by this concern, its advertising is well handled. These florists are steady advertisers, and consequently are concerned more particularly in keeping their name always before the public. When occasion demands, they advertise special flowers, but as a rule are looking for general publicity more than anything else. One of their most tastefully prepared advertisements is two columns wide and has a pen and ink sketch of the Hollywood Store at the top. Underneath in large black type are the words: "Flowers for every occasion," and a little more text to amplify this announcement. The advertisement depends largely, however, on the amount of white space used for its effectiveness. Every successful advertiser knows that white space with a message set in the center or at one side is especially forceful. At the same time the message itself must be worthwhile to gain a hearing. It seems to me that the Hollywood Gardens might well use the slogan: "Say it with Flowers" which for some reason they seem to neglect.

WINTER COURSES AT CORNELL UNIVERSITY

The New York State College of Agriculture at Cornell University is prepared this winter to offer exceptional advantages to young men and women who are to make flower growing their life work. The short winter course which opens November 10, and continues until February 18, is planned primarily to benefit those who are to engage in the work commercially. At the present time there is keen competition among florists and progressive young men realize that they must equip themselves with all the information possible if they are to make a success of the business.

Two courses are offered for those students especially interested in commercial cut-flower and plant production. The first is "Commercial Floriculture and Greenhouse Practice," and in this course a study is made of methods of growing standard florists' crops; the second is a course in "Commercial Greenhouse and Conservatory Construction and Heating." In addition to the courses mentioned Agricultural Chemistry, Soils, Plant Diseases and Injurious Insects are required subjects and the student may elect Gardening and Garden Flowers, Landscape Planning and Planting, or Plant Breeding.

Upon the satisfactory completion of the courses and after a student has subsequently spent a year in practical work, the college grants a certificate of proficiency on the approval of the Professor in charge of the course and the proprietor of the establishment in which the student has been employed.

During the coming winter it is planned to have a series of lectures by some of the best men in the country who are engaged in successful flower production. This is an opportunity American young men should not miss and there should be a large registration at least of sons of men already engaged in flower production.

A booklet descriptive of all courses given during the winter in the short session of the College of Agriculture will be sent upon request by the Secretary of Cornell University, Ithaca, N. Y.

MORE ABOUT THE ROSE MIDGE

The rose midge (*Dasyura Rhodophaga* Coq.) may be present in the greenhouse all the year, but there are only one or two seasons when serious damage is done, namely, in the spring during the latter part of May to early July, when about half the buds are damaged and in the fall—early September to November 1, when the entire crop of buds will be damaged.

The adult is a small fly. The larvae or maggots do the damage and the venerable point in the life-history is when they go into the ground to pupate. If you will cover the soil of your rose beds with tobacco dust it will kill the larvae as they are going into the ground to pupate.

In addition to this you should fumigate your rose houses every night for a period of four weeks at least with tobacco fumes in order to kill the adults before they lay eggs. Persistent work will soon eradicate the insect from your houses.

If the walks and under the benches in your houses are earth, you should spray them with a 10 per cent kerosene emulsion to kill the larvae that enter the soil for pupating.

P. T. B.

IRIS SIBERICA

Iris Siberica or the Siberian Iris is one of the most valuable of the Irises for the garden. It blossoms in late June and early July, giving flowers at a time when very few flowers appear in the hardy garden. It seems equally adapted to both dry and moist places; growing strong and healthy in a very heavy soil, and doing equally well in light sandy loam. The variety Siberica which is a very deep blue or rich purple, which is illustrated, was photographed July 1st, at which time my Siberian Irises were very good. The best time to plant this species is in the Fall, during August, September and October, planting roots between two and three inches deep. Cultivation is the principal requirement, although fertilization adds to the size of the plant, which in turn gives you larger and better quality flowers. Any well decayed dressing is good, and can be applied anytime throughout their growing season. The best time to fertilize, is when you are preparing your soil to plant them, or early in the Spring, when cultivation should be commenced.

J. K. ALEXANDER.

CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

BULBS

C. KEUR & SONS, HILLEGOM, Holland.
Bulbs of all descriptions. Write for prices.
NEW YORK BRANCH, 82-84 Broad St.

CANNAS

For the best Up-to-Date Cannas, get new price list. THE CONARD & JONES CO., West Grove, Pa.

CARNATION STAPLES

Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. I. L. PILLSBURY, Galesburg, Ill.

CHRYSTANTHEMUMS

THE BEST

In Novelties and Standard Kinds.
Catalogue on Application.
ELMER D. SMITH & CO.
Adrian, Mich.

DAHLIAS

Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. JOHN P. ROONEY, New Bedford, Mass.

DAISIES

Daisies Bellis Monstrosa, Pink or White, also Longfellow and Snowball from strong plants, \$3.25 per 1000, \$9.00 per 3000. Cash BRILL CELERY GARDENS, Kalamazoo, Mich.

FORGET-ME-NOTS

Forget-Me-Nots, Alpestris Victoria, hardy dwarf blue, strong plants, \$4.00 per 1000 cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

IRIS

Name	Color	Per 100
Brooklyn, mauve purple.....		\$4.00
Elizabeth, pale lavender.....		4.00
Herant, best lavender-blue.....		4.00
Honorabilis, popular yellow.....		2.00
Khediye, lavender, orange beard.....		4.00
Pallida Speciosa, dark lavender.....		3.00
Panchurea, smokey shade.....		3.00
Queen of the Gypsies, purplish red....		3.00
San Souci, canary and brown.....		2.00
Mixed, all colors.....		2.00

J. K. ALEXANDER,
East Bridgewater, Massachusetts.

LABELS

Wood labels for nurserymen and florists.
THE BENJAMIN CHASE CO., Derry Village, N. H.

PANSIES

Pansy Plants. Steele's Private Stock and greenhouse special. Strong, large stocky plants, none better. These plants and strain will please you. Packed right and prompt shipment, \$4.00 per 1000, 3000 for \$11.25, 5000 for \$17.50 cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Droer's Peerless
Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid.
Samples free.
HENRY A. DROER,
714 Chestnut Street,
Philadelphia.

FULL
SIZE
No 2

WIRE WORK

WILLIAM E. HEILSCHER'S WIRE WORKS, 264 Randolph St., Detroit, Mich.

Live Sphagnum Moss, orchid peat and orchid baskets always on hand. LAGER & HURRELL, Summit, N. J.

Greenhouse Heating and Plumbing

Boiler repairing and refitting are my specialty.

With my long experience and personal supervision I can guarantee first-class work.

D. V. REEVES

EAST DEDHAM, MASS.

FOR SALE

SECONDHAND GREENHOUSES

To be removed from estate of D. Zirngelbel, 286 South St., Needham, Mass. Double strength 10x14 glass, cypress sash bars, iron supports, combination iron ventilating, 2 inch hot water heating. All in fine condition—4 large houses containing about 15,000 sq. ft. of glass. The whole or any part at your own price. Address as above, or Phone, Needham 281-R (evenings).

FOR SALE: About 40 boxes 16x24 German second glass, not boxed. Also all material from dismantled cypress greenhouse 150x22½, including 18 ventilators and 18 1 inch pipe supports, all housed up and in good order. Address GEORGE MELROSE, 671 Washington St., Quincy, Mass.

When writing to advertisers kindly mention HORTICULTURE

MASTICA

For Greenhouse Glazing
USE IT NOW

F. O. PIERCE CO.
12 W. BROADWAY
NEW YORK



Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass an secure with hard putty. Last longer than putty. Easy to apply.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free from Bubbles
Uniform in Thickness

PAINTS and PUTTY

Greenhouse White

(Semi-Paste) The
Paint Particular
Florists Prefer

It will pay you to get our estimates.

THE DWELLE-KAISER CO.

251 Elm Street

BUFFALO, N. Y.



MAGNOLIA WREATHS

12 inch to 20 inch spread\$1.00
14 inch to 22 inch spread 1.20
16 inch to 24 inch spread 1.80
18 inch to 28 inch spread 2.30
20 inch to 32 inch spread 3.65

Special Prices in Lots of 25

T. J. NOLAN,

307 N. Irving Ave.,

Scranton, Pa.

THE BOILER OF Unequalled Fuel Economy

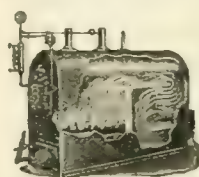
Kroeschell Boilers, the best test by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 466 W. Erie St.
CHICAGO

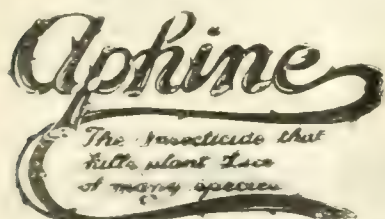
When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.



The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

Quarts, \$1.00; Gallon, \$3.00

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MADISON, N. J.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

½ Pint, 30c.; Pint, 50c.; Quart, 90c.;
½ Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00.
Direction on package.

LEMON OIL COMPANY

Dept. S

420 W. Lexington St., Baltimore, Md.



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NEW YORK



World's Oldest and Largest
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Cambridge, Mass.

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DREER'S "Riverton Special" Plant Tubs



No.	Diam.	Ea.	Doz.	100
10	20 in.	\$4.95	\$54.45	\$412.50
20	18 in.	3.65	39.60	322.30
30	16 in.	2.60	28.60	220.00
40	14 in.	2.10	23.65	187.00
50	12 in.	1.45	16.50	126.50
60	10 in.	1.00	10.90	85.25
70	8 in.	.85	8.80	67.10

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

When writing Advertisers kindly mention Horticulture

HORTICULTURE

Vol. XXXII

OCTOBER 23, 1920

No. 17

COLORED FREESIA

(Fardel's Strain)

FOR IMMEDIATE SHIPMENT

California grown, mixed.....\$35.00 per 1,000

Separate colors, lavender, light or dark blue,
pink, yellow or orange....\$45.00 per 1,000

FIELD GROWN HYDRANGEAS

Best French Sorts

Any size you want from three to twenty branches

6c. PER BRANCH

Will make immediate shipment

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Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.



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RUSSELL COLUMBIA,
PREMIER AND
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Our growers are cutting
freely of these four leaders,
very excellent quality, in
all lengths at

Special	100
Fancy	\$25.00
Extra	20.00
First	15.00
Second	10.00
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according to length of
stem.

Everything in Cut Flowers,
Plants, Greens, Ribbons
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Price List.

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Winter-Flowering Roses

We still have left the following varieties in approximate quantities in good strong plants, in 3½ inch pots, ready for immediate planting, and offer same as long as unsold:

1000 FRANCIS SCOTT KEY	1000 FRANK W. DUNLOP
1000 SILVIA	1500 HADLEY
1000 AMERICAN BEAUTY	1500 COLUMBIA
	2000 OPHELIA

And one or two hundred each of the following varieties:

HOOSIER BEAUTY SUNBURST PREMIER

FERNS

NEPHROLEPIS Victoria (The Victory Fern). A beautiful, new, crested form of Teddy Jr. 2½-inch pots, \$3.00 per dozen, \$20.00 per 100; 3½-inch pots, 50c. each; 6-inch, \$1.00 each; large specimens, 8-inch, \$3.00 each; 10-inch, \$5.00 each; 12-inch, \$7.50 each.

NEPHROLEPIS elegantissima compacta. 3½-inch pots, 50c. each; 6-inch pots, \$1.00 each; large specimens, 8-inch, \$2.00 to \$3.00 each; 12-inch, \$6.00 to \$7.50 each.

NEPHROLEPIS Muscosa. 3½-inch pots, 50c. each; 5-inch, \$1.00 each.

NEPHROLEPIS Superbissima. 12-inch pots, \$6.00 each.

NEPHROLEPIS Dwarf Boston. 6-inch pots, \$1.00 each.

Packing added extra at cost.

F. R. PIERSON, Tarrytown, N. Y.

FERNS

Are all pot grown and are in good, shipped without pots:—

BOSTONS and SCOTTII:—

4 inch	\$3.60 per doz.	\$25.00 per 100
5 inch	5.40 per doz.	40.00 per 100
6 inch	8.00 per doz.	60.00 per 100

HOLLY FERNS, Cyrtotun Rockfordianum:—

4 inch	\$3.60 per doz.	5 inch \$6.00 per doz.
--------	-----------------	------------------------

BIRDS NEST—5 inch \$1.00 each

TABLE FERNS, assorted—3 inch \$6.00 per 100

COLEUS, Brillancy—3 inch \$4.00 per 100

FUCHSAIS, assorted—3 inch \$4.00 per 100

PELARGONIUMS, assorted—3 inch \$10.00 per 100

Lantanas; Heliotrope; White Swanson; Coleus;
Moonvines; Salvia; Parlor Ivy; Achyranthos; Ageratum.

3 inch \$3.75 per 100

PRICE LIST READY

R. VINCENT, JR., & SONS CO.

WHITE MARSH, MARYLAND

Henry H. Barrows FERN SPECIALIST

Write for Prices.

H. H. BARROWS, Whitman, Mass.

CHARLES H. TOTTY
CHRYSANTHEMUMS
MADISON, N. J.

Nephrolepis Norwood Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

Snow Queen Canna
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.
The **COMARD & JONES CO.** WEST GROVE, PENN., U.S.A.
Robert Fyfe, Pres. Antonio Wintner, Vice-Pres.
We are subscribers to the Nurserymen's Fund for Market Development

CEDAR ACRES Gladioli and Dahlias

Booklets Free

B. HAMMOND TRACY, INC.,
Wenham, Mass.

THOMAS J. GREY COMPANY

SEEDS, BULBS AND IMPLEMENTS
WHOLESALE AND RETAIL

Reselected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

Burpee's Seeds Grow

Wholesale Price List for Florists
and Market Gardeners

W. Atlee Burpee Co.
Seed Growers Philadelphia

When Writing to
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HORTICULTURE

S. A. F. & O. H. Department

Complying with the request of President A. L. Miller, there was a meeting of the Finance and Audit Committee at the Claypool Hotel, Indianapolis, Sunday, October 10th. Present: A. L. Miller, president; John Young, secretary; J. J. Hess, treasurer; Herman Knoble, chairman of the finance and audit committee; C. C. Pollworth and Joseph Manda. President-elect Thomas Roland was also present and was greatly interested in the proceedings.

Conditions governing the different funds of the society were given careful consideration. The treasurer reported that there was a balance in the permanent fund of about \$11,000 which should be invested at once and as the investments of the society are now made by the finance and audit committee subject to the approval of the executive board, the matter of investing this fund was referred to them for recommendation. The permanent fund at present amounts to almost \$50,000.

The cost of publishing the Journal of the society was also discussed. It was the opinion of the officers that owing to the high cost of paper and labor in connection with this publication, it would be unwise to continue the publishing of same unless there was a more generous support given to it by advertisers, so that it would become self-supporting. Much of the news in the Journal had already been published in the trade papers and as those papers had always published items of interest to the society in the past, would no doubt be pleased to continue to do so in the future. The officers' recommendation would be to discontinue same after the end of the year.

The supplementary reports of the secretary and treasurer showed that the financial condition of the society was very satisfactory. It was also decided that the \$10,000 loan which was authorized by a unanimous vote of the convention held in Cleveland last August to be made from the permanent fund would not be required at this time. Recommendations were made that a more modern method of keeping the records in the offices of the secretary and treasurer be installed.

National Publicity Committee

A meeting of the National Publicity Committee was held in the Claypool

LILIUM FORMOSUM BLACK STEM

6 x 8—375 in case at \$50 per case
9 x 10—at \$40 per 100

Catalogue and Special Prices
on Application

J. M. THORBURN & CO.

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NEW YORK CITY

SUPREME BRITISH SEEDS

Get our prices for delivery from
1920 Harvest on all lines of
GARDEN and FARM ROOT
SEEDS.

KELWAY & SON

Wholesale Seed Growers,
LANGPORT, ENGLAND.

Cables: "Kelway Langport."

PAPER WHITES, LILIES, TULIPS, HYACINTHS, NARCISSUS and OTHER FALL BULBS

Write for prices

AMERICAN BULB CO.

172 N. Wabash Ave., Chicago, Ill.

E. W. FENGAR CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS
RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

BULBS

LILIUM GIGANTEUM, also HARDIES, new crop, shipped from New York, Denver, Chicago, and Toronto, Ont.

FOR FALL SHIPMENT

VALLEY PIPS, for forcing. Holland and German type. Shipment from New York.

BAMBOO STAKES

Natural and Green in all sizes—both domestic and Japanese.

Write for prices stating your requirements.

McHUTCHISON & CO. 85 Chambers St.
NEW YORK

Hotel, Indianapolis on Monday, October 11th. Present: Henry Penn, chairman; Fred Ammann, George Asmus, C. C. Pollworth, Major P. F. O'Keefe; John Young, secretary; J. J. Hess, treasurer, and Herman Knoble, chairman of the finance and audit committee.

The secretary submitted a financial report up to October 1st, 1920. This report showed that there was still many outstanding subscriptions amounting to about \$10,000. The Secretary was given further instructions as to the collection of these accounts; the general opinion seemed to be that all of these subscriptions would be forthcoming at once when the delinquents were notified of their indebtedness. George Asmus submitted a detailed report as to the sales of the slogan signs; that it was the intention of the Committee to take the matter up at the meeting of the F. T. D. later in the week, when it was expected that all of these signs would be disposed of. A lengthy discussion took place in regard to providing ways and means of continuing the National Publicity advertising. Several methods were suggested for raising funds. It was finally decided to continue an intense campaign along the same lines under which we are operating at present.

The most important business of the meeting was the consideration of someone competent to tour the country, visiting the large centers for the purpose of organizing the allied interests along similar lines to that which is being done in the large cities of the West. Finally, Mr. J. Fred Ammann, who had already made arrangements to visit these large centers for the purpose of organizing the growers, consented to do the work as outlined above for the National Publicity Campaign. The committee considered that they were very fortunate in obtaining the services of Mr. Ammann to do this important work, and if successful in organizing the different interests in the large centers, the question of raising funds for the National Publicity Campaign will be solved. It was also decided that the Publicity Committee should hold monthly meetings if possible. The work was becoming more important from day to day and would require that they get together more frequently to discuss the different problems that come up and require prompt attention.

JOHN YOUNG, Secy.
43 West 18th St., New York.

The M. H. Coates Co. has taken over the business of A. & G. Rosbach at Pemberton, N. J.

Field-Grown Roses

FALL SHIPMENT

ROSES, Hybrid Teas Per 100 \$50.00

In Following Varieties, 2-year, Strong, Field-grown

Columbia
Betty
Ophelia
Premier
Radiance
Jules Grolez
Lady Ashton

Lady Ursula
Mme. Ravary
Cynthia Forde
Etoile de France
Mrs. G. Sawyer
President Carnot
Gruss an Teplitz

Killarney Brilliant
Lady Alice Stanley
Mme. Caroline Testout
Ap. George Hofer
Killarney Queen
Marshall Delaney

ROSES, Hybrid Perpetuals Per 100 \$50.00

In Following Varieties, 2-year, Strong, Field-grown

J. B. Clark
Hugh Dickson
Nova Zembla

George Arends
Conrad F. Meyer
Prince Camille de Rohan

Frau Karl Druschki
Margaret Dickson

ROSES, Climbing Per 100 \$50.00

In Following Varieties, 2-year, Strong, Field-grown

Electra
Silver Moon

Dr. Van Fleet
American Beauty
Tausendschon

Albree Barbieri
Dorothy Perkins

PRICES are understood at Nurseries, New Jersey, packing extra at cost.
TERMS: 60 days net, less 2% cash 10 days from invoice date.

Shipment can be made latter part of October or early November. As the quantity of each variety is limited, please mention a second choice when ordering.

McHUTCHISON & CO.
95 Chambers Street NEW YORK

IF in need of RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail NORTH ABINGTON, MASS.

PLEASE YOUR CUSTOMERS
by furnishing them with
**Framingham Evergreens, Trees,
Shrubs and Roses**
FRAMINGHAM NURSERIES Framingham, Mass.

We Have on Hand the Largest Stock of
BOXWOOD All Shapes
RHODODENDRONS Parsons' Hardy American Seedlings
1,000 BAY TREES All Sizes
MONTROSE NURSERIES
N. F. MCCARTHY CO., Props.

Nurseries: "MONTROSE"
Wakefield Center, Mass.

Office and Salesroom: 112 Arch St.
BOSTON, MASS.

MICHELL'S BULBS

White Callas (Aethiopica)

CLEAN, HEALTHY BULBS

	Doz.	100	1000
1 1/4 to 1 1/2 in. diam..	\$1.25	\$8.00	\$75.00

Godfrey Everblooming Calla

A popular variety for either cut-flower or pot plant sales. Excellent for design work.

	Doz.	100	1000
First size, 1 inch diam. up.....	\$1.75	\$12.00	\$110.00

Narcissus

PAPER WHITE GRANDIFLORA

We handle only the improved true type which produces the large flowers.

	100	1000
First size, 13 ctm. up (1250 bulbs in case).....	\$2.75	\$21.00
Monster Bulbs, 14 ctm. up (1000 bulbs in case).....	3.00	25.00

HYACINTHS, TULIPS, NARCISSI AND OTHER SEASONABLE BULBS; ALSO SEEDS AND SUPPLIES.

SEND FOR OUR NEW WHOLESALE PRICE LIST, if you did not receive a copy.

MICHELL'S SEED HOUSE

518-516 MARKET STREET
PHILADELPHIA, PA.

ALTON FLORAL SHOP TAKEN OVER BY MISS WILLIS

Miss Marie Willis will take over the management of the Alton Floral Company on Friday, Oct. 1, while George Madsen, who has been owner of the store, will go into the wholesale business, selling plants and flowers from his hot-houses at Godfrey.

The Alton Floral Company was opened up thirteen years ago and has done a very fine business. During the greater part of the time since the store was opened Miss Willis has been chief assistant, and is known to all patrons of the store. Friends are hoping for Miss Willis' continued success in her business and a steady growth in the trade.—*Alton, Ill., Telegraph.*

BULBS FOR WESTERN NEW YORK

In the tow of the tug E. W. Sutton, Jr., the barge Annie L. Ward passed through Lockport for Buffalo bearing a half million spring flower bulbs from the land of tulips—Holland. In the barge are tulips, hyacinths, narcissi, daffodils and jonquils, all consigned to Buffalo florists. The cargo came from New York City where

the original shipment on Dutch boats contained about three hundred million bulbs, it is said. Western New York is one of the largest buyers of bulbs, according to the men in charge of the cargo.—*Lockport (N. Y.) Journal.*

MICHAEL H. NORTON DEAD.

A Former President of the S. A. F. and of the Massachusetts Horticultural Society.

Although Michael H. Norton has not been very prominent in the florist world the past few years owing to advanced age and illness, there was a time when he was one of the leading figures in the Society of American Florists, serving as president for one year, being elected in 1891 at the convention held in Toronto. The host of friends possessed by Mr. Norton throughout the country will be pained to hear of his death, which occurred a few days ago at his home on Westbourne street, Milton, Mass., a suburb of Boston.

Mr. Norton was interested in all horticultural matters as well as in the florist business, and served one term as president of the Massachusetts Horticultural Society. He was an energetic, amiable and conscientious official, one who stood high in the esteem of all who knew him.

Mr. Norton was 75 years old, a native of Boston, and was educated in Boston public schools. For many years he was a resident of Dorchester. Previous to his retirement he was in the florist business on Berkeley street, Boston, and was a recognized expert on rose culture. He married Agnes T. Lennon. She died some years ago. Two sons, Arthur Norton of Buffalo and A. J. Norton of Providence, and three daughters, Claire, Madeline and Alice Norton, survive him. His daughters lived with him at his Milton home.

CAMBRIDGE, MASS., FLORIST KILLED

Patrick J. Shea, a florist, living at 109 Ellery street, Cambridge, Mass., while bicycling home from his work near the Mt. Auburn Cemetery was run down in front of 182 Brattle street by an automobile and fatally injured. He died shortly after of a fractured skull at the Cambridge Hospital. Mr. Shea was in his 50th year.

NEW OFFICERS OF MASSACHUSETTS HORTICULTURAL SOCIETY.

The nominating committee of the Massachusetts Horticultural Society has announced the following list of nominations for the various offices of the society to be filled at the annual meeting, Nov. 13: President, Albert C. Burrage; vice-president for two



Box-Barberry Bordered Formal
Evergreen Garden

BOX-BARBERRY

THE NEW HARDY BORDER
AND LOW HEDGE PLANT

Trade prices on request. Send for
What others have to say about

BOX-BARBERRY

SURPLUS

American Hemlock
Japan Iris (20 sorts)

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.

NEW HAVEN, CONN.

NEW INTRODUCTION

IBOLIUM PRIVET

THE NEW HARDY HEDGE PLANT

ASPARAGUS PLUMOSUS, 3 inch, \$50.00
per 1,000.

VERONA FERNS, 2 1/4 inch, pot bound,
fine plants, \$55.00 per 1,000, \$6.00 per
100.

NARROWS NURSERIES

92nd and 1st Ave. BROOKLYN, N. Y.

years, Thomas Allen; trustees for three years, William C. Endicott, Walter Hunnewell, Thomas Roland, Mrs. Bayard Thayer; nominating committee, Oakes Ames, George E. Barnard, Wilton B. Fay, Duncan Finlayson, Thomas Roland.

In accordance with the provisions of the by-laws two weeks are allowed for further nominations, should any be desired.

C. H. Bates, the well known florist of South Hadley, Mass., is one of the numerous florists who will not run their greenhouses this winter.

Breitmeyer's Sons, of Detroit, Mich., have practically completed their Mack avenue branch. Several of the houses are already stocked with foliage plants, of which this firm carries a great variety.

HORTICULTURE

Vol. XXXII

OCTOBER 23, 1920

No. 17

THE TALK OF THE TRADE

It is interesting to study the ramifications of the florist business: A few days ago I was talking with Mr. Charles Stilphen, who is located at North Conway, N. H., and does a business which is confined almost exclusively to the summer months. Mr. Stilphen has stands at several of the mountain hotels, from which most of his flowers are sold. He said that trade began to increase last year and this season has been remarkably good. The guests have kept their rooms filled with flowers, and some of them have bought flowers for the tables, the hotel managements not providing any table decorations this year. Most of Mr. Stilphen's flowers have been annuals, as they seem to please the summer visitors better, he says, than greenhouse products. Sweet peas, of course, are the main standby and flourish well in the New Hampshire climate. They start to bloom in early July and keep on flowering until October. Bachelor Buttons and yellow Centaureas, gladioli and dahlias are among the other flowers which find appreciation.

Have you read President Breitmeyer's address at the F. T. D. meeting at Indianapolis? If you haven't, whether you are retailer, wholesaler, grower or identified in any way with the florist industry, you can well afford to carefully follow what President Breitmeyer said before that convention. As I have said in previous notes, this was one of the live conventions of the year and it will take a good one to beat it, while President Breitmeyer's address is about as able a paper as I have had the pleasure reading in a long while.

A number of times I have been asked about Mr. Strout's new carnation, Maine Sunshine. The question put to me very often is, "What about the color at night; does it show yellow?" I think anyone who has had the opportunity of seeing flowers of Maine Sunshine on the bench under artificial light would agree with me that it positively does show a good yellow shade and it doesn't need any

striping or marking to bring it out, as has been the case with a number of yellow varieties in former years.

Mr. Strout showed two nice vases of Maine Sunshine at the meeting of the Gardeners' and Florists' Club of Boston last Tuesday night, and the flowers certainly were in very fine shape for this season of the year. When you consider the parentage of this carnation, you can't help but think it has a future as a commercial variety. Mrs. C. W. Ward and Crystal White carry

breeding of a top notch line of carnations.

And that reminds me again that when you get ready to look for fancy carnations, in spite of the fact that Mrs. C. W. Ward is a variety of quite a number of years back, you can always place that sort in the list of fancy blooms, whether it be on the exhibition table or in the wholesale market.

Every spring there is a strong call for cuttings and small plants of dou-



Davidia Involucrata

ble petunias. The call in the retail trade for pot plants of double petunias is steady, and there is no question that good varieties are about as satisfactory as any pot plant the retail customer can buy. We see a plenty of geraniums, heliotrope, fuchsias and plants of that kind, but the florist who selects his double petunia plants can work up a range of colors that will give entire satisfaction. It isn't too late now to get some of your stock plants of better colors and forms in the houses so that you can carry them along for propagating purposes in the spring. Watch out for any good ones that you may have as they will prove valuable.

The experience of quite a number of florists last year with stock of Golden Glow leaves them where it will be necessary to save stock plants in quantity for this year's propagation, and I can't see why a chrysanthemum grower will put a variety like Golden Glow in particular out of doors in cold frames and try to carry it through with the idea of successful propagation. Of course last year was an exception and this stock which was held dark for a long period covered up heavily with snow, and it being necessary to leave it there until way into the spring, turned out a heavy loss, and it will every winter under similar conditions. There are quite a number of varieties that will stand carrying over out of doors under cold frames or light protection, but Golden Glow in particular and some other tender sorts should be kept in the houses and given a chance to turn out good healthy cuttings at a time when you want them. A few plants well taken care of inside are worth much more than a big block out of doors.

The vase of Oconto chrysanthemum shown by W. W. Edgar Co. of the Gardners' Florists' Club of Boston this week was especially good. Well grown blooms of this sort are hard to beat at this season of the year. W. H. Golby showed one plant of the new chrysanthemum, Henri Vincent. This was introduced by the Chas. H. Totty Co. last year and recommended as an early pink, not particularly for single blooms but one to grow for profit, four or more flowers to the plant, and I believe that it is a pink which all commercial growers should look into. I believe it is better than Pacific Supreme, Unaka or Rosiere, and it comes into flower at very near the same time as these varieties. It is a type which will bear growing several blooms to the plant and give a better margin that way than if grown only one or two.

Europe Through American Eyes

Mr. John Farquhar Talks to the Gardeners' and Florists' Club of Boston

A largely attended meeting of the club was held Tuesday evening, Oct. 19th, President Bartsch presiding. There were seven new members elected.

Resolutions on the death of David Weir were read, and a copy ordered sent to the family.

The exhibition tables were well filled, and the following awards were made:

Collection of gardenias, cyclamen, dracaenas, pandanus, crotons and cherries, Wollrath & Sons, Waltham, honorable mention.

Chrysanthemum Oconto, Wm. W. Edgar Co., Waverley, honorable mention. Mr. Bartsch said that Oconto was a good follower of Early Frost, and he considered it a very good commercial, every day flower.

Vase of double flowered cosmos, Kenneth Finlayson, Brookline, vote of thanks.

Collection of apples, A. K. Rogers, Readville, report of merit.

Collection of primulinus hybrids, nerines, crabapples, etc., W. N. Craig, Faulkner Farm, Brookline, honorable mention.

Collection of cut flowers, zinnias, chrysanthemums, etc., W. H. Golby, Jamaica Plain, vote of thanks.

Vases of carnations, including Maine Sunshine, Mrs. C. W. Ward, Ruth Baur, Crystal White, C. S. Strout, Biddeford, Maine, honorable mention.

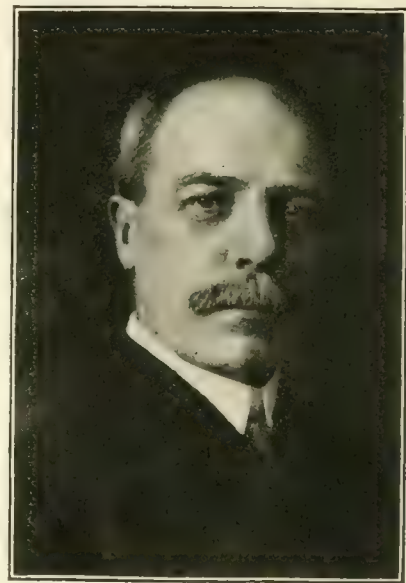
Mr. Farquhar's Address

Mr. J. K. M. L. Farquhar was then introduced and gave his impression of conditions as he found them in Europe. He said that he had last visited Europe seven years ago and from reports had feared that horticulture would be decadent because of the stress of circumstances due to the war in Europe and because of the scarcity of men and money to gratify the old love for horticulture of the people of that continent.

He said that he was surprised, however, at what he observed in all the countries he visited. Horticulture is not decadent; the love of it is too deeply fixed in the hearts of all Europeans, and in spite of all sorts of adversity, horticulture will go on. Mr. Farquhar found traveling conditions

very hard and it was difficult to get return passage. In Paris, Mr. Farquhar observed on August first that the horse chestnut trees were leafless, which he laid to the poor condition of the soil rather than any form of blight.

He observed in Northern Europe that everybody is fond of vari-colored foliage plants, and thought this was due to the fact that so little sun caused the people to turn to these



J. K. M. L. FARQUHAR

plants for the colors they displayed. *Taxus baccata* was largely used for ground covers through these countries.

Mr. Farquhar visited many of the interesting gardens of Paris, including the famous rose garden of Mons. Jules Gravereaux, where there are seventeen hundred varieties to be seen.

Mr. Farquhar took his listeners delightfully through the various cities of France, mentioning in particular Orleans, the city of Joan of Arc, where the largest nurseries in France are located. Here it is lamentable to see hundreds of thousands of shrubs grown particularly for the American market going to the bonfires on account of Quarantine No. 37. Here he saw hundreds of thousands of *Spiraea*, *Wiegela*, *Hydrangea paniculata*, etc., shrubs which American nurserymen use in such quantities. The same condition exists in all the larger nurseries in France. There is no market for this stock, as it was grown especially for American consumers. Large seed

establishments and nurseries are also located in the city of Tours.

By far the greatest thing in France is the spirit of the French women. They work from early morning to dusk and bumper crops were being harvested while he was there.

Mr. Farquhar had the pleasure of seeing *Davidia involucrata* in flower for the first time while visiting Orleans. (See illustration on page 305). The tree, about eighteen feet high, was hung with white flowers that resembled pieces of ribbon about 6 or 8 inches long, a very peculiar flower.

He also said that where specimen trees were the rule in this country, whole groups of one kind of tree were the rule in France, such as larches, beeches, etc. Ground that was formerly cultivated is now covered with rank growth in many places and what was formerly pasture land has been plowed and planted and this virgin land is producing wonderful crops.

At Brussels, he found the people as gay and light-hearted as before the war, and where wine was only served at night in pre-war times, it was now to be seen at every table at noon.

From Brussels, Mr. Farquhar went to Holland and said that the Boskoop nurserymen are now negotiating with the authorities at Washington to see if they cannot arrange to have a building where plants may be examined. The bulb situation is quite in accord with previous reports printed in *Horticulture*. The Hollanders are charging such exorbitant prices for bulbs that while they have not sold as many as formerly they have received more money than any previous year.

They are not selling any to Russia, Germany does not buy any, Scandinavia has purchased quite a few, while England has bought about half her usual quantity. It is expected that next year the bulb syndicate will be broken up and that prices will be lower.

Some very good bulbs, especially narcissus, are being grown in England. They are not as large as the Holland grown but very fine. England is also growing some tulips as good as anything seen in Holland. The only trouble is that the English cannot make a steady business of it.

While in England, Mr. Farquhar visited Kew and all the famous estates, in company with Mr. E. H. Wilson prior to the latter's departure for India. In one English garden there were over two thousand varieties of rhododendrons.

At the close of his lecture, Mr. Farquhar was given a rising vote of thanks.

Mr. Strout of Biddeford, Me., gave

PRIMULA TOWNSENDII, our selected strain, out of 3 inch, ready for 4½-5 inch pots, \$15 per 100.

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BOSTON, MASS.

his impressions of Indianapolis, from which city he had just returned.

At the next meeting, nomination of officers for the ensuing year will be in order.

BOSTON.

Henry Penn has just been honored by being elected a member of the governing board of the Retail Trade Board of the Boston Chamber of Commerce, being associated with many other prominent Boston business men.

The annual statement of the St. Louis Florists' Club shows a gain of 74 members in the last year, making a total of 214.

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The Medfield Farm and Greenhouse Co. is a new corporation at Medfield, Mass., with a capital of \$150,000.

Thomas W. Head, formerly superintendent for J. Ogden Armour at the latter's famous estate at Lake Forest, Ill., is now in charge of the estate owned by Herbert Straus at Redbank, N. J.

HORTICULTURE

Established by William J. Stewart in 1904

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There is every indication that the Dutch Surplus Bulbs bulb growers will have a great number of surplus bulbs to dispose of in the United States this season. With conditions as they are now, these bulbs will be sold, apparently, at any price which will turn them into cash. It is obvious that this sort of dumping of bulbs into American trade channels is a bad proposition for American business men engaged in handling bulbs. It is pretty discouraging to the man who pays a federal tax and municipal taxes to have such competition to meet. Of course every good business man welcomes fair, honest competition, which in the end helps to keep business on a proper level. This method of price cutting, though, is demoralizing in the highest degree. It creates a feeling of resentment and distrust. It quite naturally spreads the impression among the smaller florists that seedsmen and importers are profiteers. This is far from being true, of course.

Probably there is no vocation outside of the florist business which calls for so much hard work, with so modest a return on the capital invested. It is not beneficial, but on the contrary harmful to the entire trade to have any sort of transaction which interferes with the legitimate business of American seedsmen or importers, and which cuts out their reasonable profits, to the advantage of the foreigners who do not pay the same taxes and who inject themselves into the American trade only at occasional intervals when they have an overplus of stock to get rid of, regardless of what it brings.

One of the most helpful addresses of the recent convention of the F. T. D. at Indianapolis was that of Ira C. Harper. While this address dealt largely with methods of

**Personal
advertising**

bookkeeping and kindred subjects, it dwelt also upon sev-

eral important points in retail trade. One of these points was "personal advertising," to use the expression of the speaker. And what he meant by this was the effort of the proprietor to create an atmosphere through his own personality, both when he himself is on the floor and as reflected by his clerks during his absence, which would give a feeling of welcome and comfortable complacency to all customers.

There is no question about the fact that a store may have a distinct atmosphere. Everybody who shops knows this to be true. In some stores the customer always feels at home, always feels that the clerks take a real pleasure in waiting upon him, always feels that he is getting the best service which can be given. In other stores quite the contrary is true. He has a feeling of being neglected or slighted, even though he cannot put his finger upon any positive fact to substantiate it. When he goes away, even though he may have made a satisfactory purchase, he does not have the pleasant feeling which will almost certainly ensure his return. In his talk Mr. Harper said:

"How often have we heard the expression, 'I like to deal with Mr. Smith because of the comfortable feeling with which he surrounds himself and his patrons. He is not too big nor too busy to meet any of his customers. His clerks are neat and courteous, and everyone of them acts as though disappointed because he cannot wait upon all who come into his store. You never have a fear of meeting a grouchy clerk in his store. In fact, even when most busy they all have a cheerful look or a bright word for those who visit their store.'"

Certainly this is a consummation devoutly to be wished by every proprietor of a retail florist shop. It is the open sesame to business success. It is the thing which is more often missed than quality stock, and a tasteful arrangement. It is something which few men are able to bring about without careful thought and a systematic plan. It means at the best a feeling of good will between the proprietor and his employees. Everything which brings about co-operative work will help to induce this result. Usually, though, it is necessary to go further and to instill into the clerks a feeling of pride akin to that of the proprietor in the welfare and standing of the store. It is not possible in a store where the help is constantly changing. It is easiest to create in a shop where the clerks have a financial interest in the business. Even then it is necessary for the owner to get his employees together at frequent intervals and talk over the general situation, thus bringing about a mutual feeling of responsibility. In essence this is a school for salesmen, but except in a very large establishment it will be carried on in an informal although perfectly serious manner.

In every big department store it is a customary practice to give lectures or talks to the employees. All too often the owner of a small establishment does not realize that the same principle holds in his store as in those many times its size. There are difficulties to be encountered, no doubt.

Some clerks seem constitutionally grouchy. Others lose themselves in their personal thoughts. Such clerks are to be replaced as soon as possible, and with anything like fairly good material to work with a wise and broad minded owner can greatly increase his returns without any actual outlay of money. Said Mr. Harper:

"I am a firm believer in the advertising value of the personnel of any business house and the place of business itself." So is every man in the retail trade who has given the subject any amount of consideration and who has studied the effect of a store's atmosphere on the people who enter it.

Penn.
The Florist

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Flowers Under Glass

You will need heat for the sweet peas from now on, but be sure that the plants have full ventilation. When ventilating, though, you must avoid cold draughts, which are likely to cause mildew. Flowering peas require a night temperature of about 50 degrees, with perhaps 48 as winter comes on. Sweet peas which were planted at the end of July will be flowering shortly. It is too early, of course, to have a very strong market, as chrysanthemums have the call now, but there are always some customers who want them. It's a good plan to go over the benches carefully before watering, and when the peas need water give it bountifully, but don't water them at all unless they really need it. Over watering is a not infrequent cause of disaster. Syringe on all good days early in the morning to keep down the red spider.

Carnations thrive with a night temperature of 48 to 50, but the day temperature must be governed by the weather. It shouldn't rise above 60 degrees on cloudy days, or 72 when the sun shines. You may get a few extra flowers by running the temperature higher, and in the end nothing will be gained. When the carnations are showing buds in plenty, give them a light top dressing. It's wise to go over the benches every day looking for dry places, and giving water freely. Liquid manure can be used advantageously once a week, or if you prefer a top dressing from time to time, use dry blood or sheep manure or shredded cattle manure.

As violets are air loving plants, they must have plenty of ventilation. At this time of year the overhead spraying should not be very heavy, and should be done only during the forenoon. Damp down the houses and wet the walks only on sunny days. Success with violets can be achieved only if the plants are kept clean. Go over every crown to be sure that no insect or black spot are carried through the house. Aphis often gets established before it is discovered if the man in charge is at all neglectful. Remember that while violets like to be moist at the roots, they will not endure soil which is soaked all the time. More or less time must be spent

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cleaning the orchids if you are growing these plants. Temperature may be lowered a little now, and ventilation must be given at all times when possible, because there are few orchids which like a close, stuffy atmosphere. Do your watering early in the morning. Most orchids will stand full sun now, and when the sun is not shining, water must be applied with caution.

Remember that Mignonette is easily damaged by over watering either in pots or on the benches.

Give Crotons all the light they can have, as it is a distinct aid in bringing out the coloring.

Bouvardias which seem to be again growing in favor need to be syringed regularly on all bright days. If the green fly appears in your house of Bouvardias, give several light fumigations until they are overcome.

As the top and root growth of your callas extends, increase the water supply. Remember that this is a thirsty plant, although it is quite possible for watering to be overdone.

GLADIOLUS.

A few gladiolus remain in blossom in our garden. The leaves of many are still green, so it will be a few weeks more before we harvest our bulbs.

They have done well with us this summer, flowering in many beautiful colors from the deep reds and the purple of the Baron Hulot to the soft shades of buff and salmon in the new primations. Next summer we want two beds of gladiolus, one for our enjoyment in the garden, the other in a propagating bed for seeds.

We attribute much of the beauty of our gladiolus to the deep planting of our bulbs. We set them the middle of April eight inches in the ground. With this deep planting they needed no stakes, but held themselves erect like a line of soldiers on parade. They began to bloom the middle of July, and now the middle of October there are still a few flowers in the bed.

Early in July we transplanted some of the bulbs, as some which we bought had failed to come up. We also then enriched the bed. Our only real disappointment was in having some bulbs which had been imported from Saumur, France, and sold to us as a soft, silvery blue, blossom a beautiful deep shade of red. It was a fine color but we had other red gladiolus in our garden.

M. R. CASE.

Hillcrest Gardens, Weston, Oct. 18.

It is understood that John Albrecht, of Pencoyd, Pa., is to erect several new houses at Narberth where he is now located.

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GEORGE WATSON HIMSELF

Asters are still holding their own in the Philadelphia market notwithstanding the lateness of the season. We saw some yesterday (Oct. 14) a pink variety of good size and loose chrysanthemum build selling for eight a hundred and comparing them with 'mums no larger they were a bargain at the price. Dahlias are also in good form and plentiful. Of course the 'mum folks are wishing old Jack Frost would come along but they are mean critters and think only of the dollar. There seems to be room for them all: —roses, 'mums, dahlias, asters, carnations, and there is none of that glutty condition with waste all around so common in the summer months. American Beauty has eased up a little in price and the cattleya is also within reach of folks with moderate sized purses.

From now on we may look for a gradual improvement in the chrysanthemum market and the early indications are that it will be fully equal to all that has gone before. The growers are well prepared and are ready with best, including all the latest novelties. If these novelties stand the market test they are the real McKaye. Of

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course there are other tests but in the long run the market test is the one that tends to longevity—a long and happy life and an honorable record in the halls of fame. Our old friend Colonel Bonaffon of blessed memory would clap his hands with joy to hear us say this. Bonaffon still reigns after all these years.

The sympathy of the trade is extended to George Aengle of the Philadelphia Wholesale Cut Flower Company on the death of his brother

Charles who passed away on the 12th inst., aged 43. Charles Aengle was prominent in the real estate business in the southern section of the city, being connected with the Shetzline Co. for many years. He held an enviable reputation for high character and business ability.

Recent visitors include Otto Buseck, Middlemont Nurseries, Asheville, N. C.; Antoine Martine, Havana, Cuba; Chas. Henlock, Public Grounds, Washington, D. C.; H. A. Brown, The Seed World, Chicago, Ills.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

The last issue of the Peony News Bulletin which has just come to hand is a highly interesting and informative document containing much which will be of value to peony lovers everywhere. Of course there is considerable to do with the annual meeting and show at Reading, Pa., and some of the points brought out, I think, have not been covered adequately in any other publication. An especially interesting discussion was that relating to humus. There has been much question as to the value of humus, but several growers reported that it did much to increase the quality of their peonies. Mr. George Thurley, of West Newbury, Mass., told of digging humus from peat bogs, and found there was a great difference in quality, something to be considered before the expense of digging and transportation was incurred. He said he had found meadow muck, which is practically peat or leaf mold, excellent. Where commercial fertilizers are used instead of barnyard manure it is desir-

able to add humus in one form or another.

Mr. James Bird reported that while he used no humus, he is carrying out a series of exact and systematic experiments on fertilizers, which ought to prove very valuable in future years. He considered that weak stems are often due to lack of potash, and says that much lime is bad for peonies, although irises will stand any amount of it.

Boston people will be pleased at the fact that the next convention and exhibition are to be held in the Hub, if possible in connection with the peony show of the Massachusetts Horticultural Society.

In this number of the Bulletin is an excellent article from the pen of Mr. Christman about the spring shows in Minnesota and St. Paul. Very great interest in peony growing has developed in Minnesota, and some fine

gardens are to be found there. This Bulletin calls attention to a fine painting to be seen at the Metropolitan Museum of Art. This is a picture of peonies by Wilton Lockwood, who was a member of the American Peony Society up to the time of his death. As the Bulletin says, it is not hung so well as it would be if there had been a peony man on the staff of the Museum, but the picture is delightful in itself, and gives much of the spirit of the peony. It seems to have been painted from blooms of La Rosiere.

One of the most satisfactory plants in the fall is *Helenium autumnale* *superbum*. It flowers when most of the other perennials have gone. It sometimes acts in a peculiar way, however. Ordinarily it grows about four feet high, and in good soil sometimes gets to five feet, so that it is commonly used among the taller plants. This year, however, the plants in my border have not exceeded three feet in height, making them quite dwarf compared with their usual standard, and producing an effect somewhat different from what I had intended. I think that the explanation is that the plants were stunted in the spring by some sort of insect, and bloomed without making their natural growth.



Salvia Virgata Nemorosa

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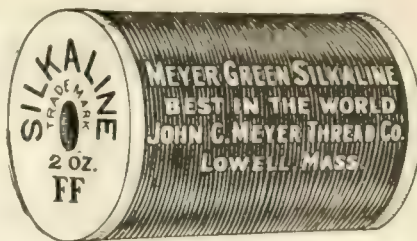
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 Farragut

I have seldom seen a season when the heliotropes have made a more satisfactory growth, and great trusses of fragrant blooms have been a conspicuous feature in some gardens, with colors varying from pale lavender to deep purple. Along towards evening the heliotropes give off a most delightful odor, and while the flowers are not showy, they certainly deserve to be grown freely. If seeds are started in gentle heat in February, and the seedlings pricked off into three-inch pots, they may be planted out as soon as danger of frosts is over. Probably seedlings do better than cuttings because they tend to make a more graceful outline. One good gardener at least says that the result is always better when beds are filled with seedlings than when cuttings are used, because in the latter case there is always a flat and rather unattractive surface.

This season the perennial salvias have proved remarkably satisfactory. They have kept the note of blue in the garden well into the fall, and have combined well with the other fall blooms. By employing such of the salvias as bloom at different seasons it has been possible to have them in flower all summer. In the list I should certainly include *Salvia virgata nemorosa*, *S. uliginosa* and *S. azurea*. Perhaps I ought to mention also the white and carmine forms of the native Texas species, *Salvia Greggii*, which are of medium height and begin to flower late in June. Give the hardy salvias full exposure to the sun and they will thrive well even in a light soil.

An English climber which is receiving much attention and high praise although it is by no means new, having been sent out by Paul & Son in 1908, is *Lady Godiver*. The English growers this year are speaking well of Paul's *Scarlet Climber*, which has been introduced into this country for a season or two, and which promises to become a valuable addition to the list of garden subjects. I have only a small plant in my own garden, but it bloomed freely this season. It is very lavish with its flowers when it gets to be a large plant, and the blooms show a remarkable presistency. It is another variety which in England helps to glorify the month of August, notwithstanding the fact that it begins to bloom in June.

The Indian Village Greenhouses, of Detroit, Mich., are now located at the corner of Mack avenue and Maxwell street.



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Charles Futterman

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THE TREE OF HEAVEN

It is Still of Great Value for Street Planting

The Tree of Heaven of the Chinese, which botanists now call *Ailanthus altissima*, although it is still better known as *Ailanthus glandulosa*, is one of the remarkable trees of the northern hemisphere. Raised in Europe in 1751 from seeds sent from Peking, the *Ailanthus* was one of the first Chinese trees known in western countries. The first *Ailanthus* was planted in the United States by William Hamilton in 1784 in his famous garden near Philadelphia; and in 1804 it was first planted in New England near Portsmouth, Rhode Island, where it is still abundant. For many years little attention was paid to the *Ailanthus* in Europe until it was found that one of the silk worms could be successfully fed on its leaves. This discovery led to the establishment of great *Ailanthus* plantations in France where they have succeeded beyond the most sanguine expectations, the best results having been obtained in calcareous soil and on the sandy seacoast.

The date of the first planting in Europe of the *Ailanthus* as a street tree is not known, but when the streets of Paris were generally bordered by trees in the early years of the second Empire it was largely and successfully used for this purpose. As early as 1820 its remarkably rapid growth, the tropical appearance of its long gracefully drooping leaves and its freedom from the attacks of insects attracted general attention to the *Ailanthus* in the United States.

It was found to flourish equally well in the country and in the streets of New York and Philadelphia where it grew more rapidly than any tree which had been planted in those cities; and it was believed that a tree had been found which would take the place of all others for city planting. So great did the popularity of the *Ailanthus* become in a few years that the number of the trees planted was only limited by the ability of nurserymen to supply the demand.

The popularity of the *Ailanthus* in the United States, however, was short-lived, for when the trees began to flower it was found that some of the flowers emitted a strong and to most persons an offensive odor, that the clouds of pollen shed from the flowers and the flowers themselves dropping on neighboring roofs so affected the water caught on them that it was unfit for use, and that the flowers which dropped on the ground made the city sidewalk and the country yard unbearably disagreeable. The peculiarity of the flowers discovered, the *Ailanthus* sank rapidly in popular esteem, and its general destruction in this country was advocated and put into execution.

Unpopular as the *Ailanthus* has become, it is one of the handsomest and most valuable trees in the world. Planted in cities it can resist better than any other tree heat, drought, dirt and gas escaping from defective pipes which menace the life of city trees. It grows rapidly even in the most unpromising situations; it is never seriously injured by insects; and few trees can be more easily propagated,

for small pieces of the root covered with soil will soon grow into plants large enough to transplant.

The suckers which the *Ailanthus* produces in great numbers from the roots are the real drawback to this tree, but when it is planted in city streets they are unable to force their way through brick sidewalks and concrete is impervious to them. The male and female flowers of the *Ailanthus* are chiefly produced on different trees; only the male flowers have a disagreeable odor and drop to the ground. The female flowers are scentless. In the clusters of female flowers occasional male flowers are found, but there are so few of these that their odor is not perceptible.

It is perfectly easy to propagate only the female tree which is the one which should be planted, and apart from the absence of the disagreeable smell of the flowers it is more ornamental than the male for the winged fruit of the *Ailanthus* produced in great terminal clusters is handsome and conspicuous in the late summer and autumn. Their fruit is usually yellow, but in one variety it is bright red (var. *erythrocarpa*) and more brilliant and conspicuous than the fruit of any tree of large size which can be grown in the northern states.

The leaves of the red-fruited variety are darker on the upper surface and paler below than those of the yellow-fruited form; and the handsomer leaves and more brilliant fruit make this the desirable form to cultivate. There is certainly no better tree than the *Ailanthus* to shade the streets of American cities provided they afford sufficient room for its development, for the *Ailanthus* even when it is planted in cities may become a tall, wide-branched tree, demanding space in which to display all its beauties.

Although the attempt has not been made on a large scale in this country to fix shifting sand dunes by planting the *Ailanthus*, it has been successfully used for this purpose in Europe, especially in the neighborhood of Odessa on the Black Sea, where large plantations of *Ailanthus* have been successful on sterile soil so shifty that other trees have not been able to secure a foothold on it.

The Tree of Heaven produces valuable hard, heavy and close-grained wood of a pleasant clear yellow color, resembling that of satinwood; it is easily seasoned, and shows as little tendency to shrink or warp as the best mahogany. Beautiful furniture has been made from Ailanthus-wood raised in New England, and if the tree is ever grown on a large scale on the sandy now unused lands of our sea-coast it will supply the cabinet-maker with wood which in quality and beauty equals that of the White Oak, the Black Walnut and the Wild Cherry.

It is an interesting fact that although the Ailanthus is now known in all the countries of the world which enjoy a temperate climate its true home in China, that is the region where it is a really wild tree, is still unknown to Europe and American botanists who have now traveled in nearly all parts of the Celestial Empire. Two other species of Ailanthus, A. Giraldui and A. Vilmoriniana, are known, however, as wild trees in western China. The former which differs in the presence of prickles on the branches has not proved hardy in the Arboretum; the other, which chiefly differs from the common Ailanthus in the downy covering of the young branchlets, is now established here but has not yet produced flowers or fruits.—*Arnold Arboretum Bulletin*.

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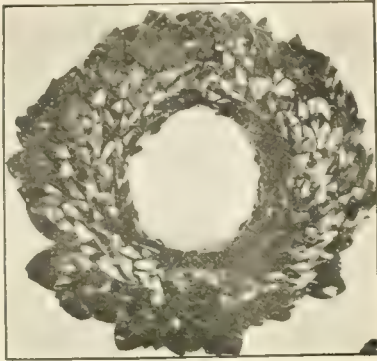
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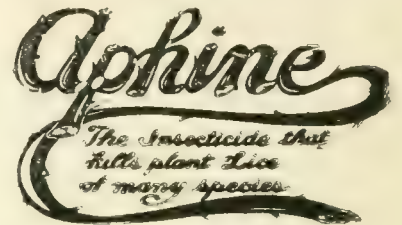
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Vol. XXXII

NOVEMBER 11, 1920

No. 18

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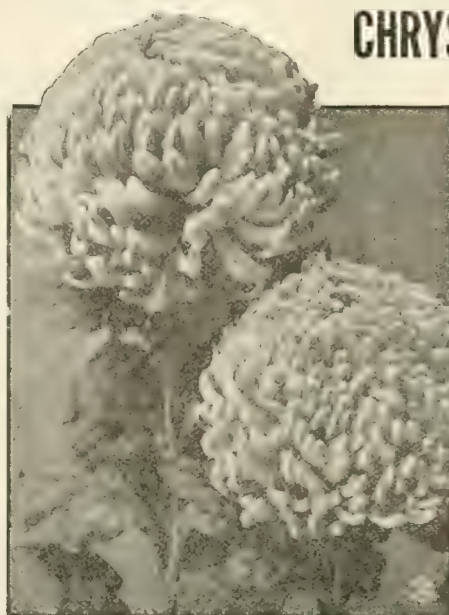
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ORCHIDS AT BOSTON SHOW

President Harding, a New Variety,
Among Those Exhibited by Mr.
Albert C. Burrage

One of the leading features of the fall flower show at Horticultural Hall last Saturday and Sunday was the orchid exhibit of Albert C. Burrage, continuing the displays which he has made throughout the past year. A novelty was a new orchid christened in honor of President-elect Harding, the name having been given immediately after the election returns came in, and being suggested by Mr. Burrage's superintendent, Douglas Eccleston. The new "President Harding" is mauve in color, with a very large lip. It is a hybrid Heatonese Cattleya.

Besides "President Harding," Mr. Burrage showed 40 varieties of ladies' slippers, most of them hybrids, and one specimen of the largest known variety, *Cypripedium Goliath*. A false rock work has been set up, occupying one end of the upper hall, where these ladies' slippers of the rock habitat varieties were shown as if growing. Most of these were European varieties. Above them were the tall stem orchid from India, *cymbidiums*. Still higher up are some tree orchids, growing on imitation stumps—*Oncidium-Forbesii*.

Individual orchid plants shown by Mr. Burrage included also a specimen of *Sophrro-Cattleya*, measuring about four inches across, a hybrid from the *Sophrro-Nitis*, which measures only one inch across. This flower shows the results of a scientist's touch. It was given the award of merit at the London Horticultural Show and bears the grower's name, Pearl. A Blue *Cattleya*, of the variety *Boringeana-lilacina*, is the nearest approach to a blue orchid that has been produced, according to Superintendent Eccleston. For twenty years he has been trying to secure a blue flower, and he plans to renew his efforts now with this one as a basis. This particular plant last year received the highest award at the London Horticultural Show, the "F. c.C." and is known as the "Alex." in honor of its grower. It has petals of bronze and its lips are crimson and gold.

The Princess Patricia and the Butterfly Orchid are others in the Burrage display that attracted attention.

Charles Sim is around again after his week in the Bryn Mawr Hospital, and is feeling all right. He has to return again for final treatment about November 25. His case is under the care of Dr. Carpenter the eye specialist.

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HORTICULTURE

Vol. XXXII

NOVEMBER 11, 1920

No. 18

THE TALK OF THE TRADE

Rose growers are well pleased to learn that manetti stocks have come down again to a more reasonable figure; in fact, for a few years back it was not possible to get enough stocks in to supply the demand. Of course the price quoted on manetti this year is not anywhere near the price of other years. When we think of the old days of \$9 and \$10 per 1,000, and now run up against prices from \$50 to \$65, we realize what a change there is in the price of manetti, and the reasons why grafted stock is not so plentiful and quoted so high. However, it is fortunate that there will be stock enough around to fill all calls.

S. J. Goddard is fortunate in having a fine stock of the new *Calceolaria*

Lymani. This is similar to *Stewartii*, but does not grow quite so tall as the latter and carries deep red flowers. The color shades pretty well towards crimson. Lymani is without doubt a most excellent sort. It was awarded a gold medal by the Massachusetts Horticultural Society, and is a wonderful variety in every way. Mr. Goddard has sufficient stock so that he can propagate in quantity, and the private trade in particular is well pleased to be able to get young plants of this sort this season. The commercial florist can well afford to get stock of Lymani as there is no doubt of its value as a commercial pot plant.

Growers who intend to force *Giganteums* for Easter this season are very

much encouraged as that stock is at the present time en route from the coast and due in the East shortly. Probably a week to ten days will see the first lots in, and that is very pleasing to those growers who are not equipped in such a way as to be able to run separate houses with high temperatures. Easter comes early this season and if *Giganteums* were to be held up beyond December 1st, it might be difficult for many growers to get their stock into flower. Early reports regarding quantity were not exaggerated. Large sizes are decidedly short and at present very little stock remains unsold in any size above 7/9; in fact, in some cases the 7/9 size is pretty well cleaned out.

Those who saw the new *Begonia Optima* last season are waiting to see



Jean Kerr Is an Excellent Dahlia for Cutting

how it turns out for this year. Speaking in a general way it would appear that this variety is not so easy of culture as was at first thought, but difficulties will probably be overcome and the experts working on this begonia will without doubt learn the troublesome points and find a way of finishing the stock up as it deserves when we remember the fine specimen plants that have been shown in the past.

Besides Optima, there is another variety which is deserving of attention, in fact, I am not sure that Mrs. Heal is not every bit as good as Optima, and one grower in particular seems to think that the latter is easier to handle. Optima produces flowers of wonderful size and a true salmon color that makes the Lorraine type look dull by its side. Mrs. Heal is practically the same so far as bloom and growth is concerned, but the color is what I would describe as a true American Beauty shade or wine color, and if it is of such easy culture as we are lead to hope for now, it is going to be a valuable plant. A. M. Davenport of Watertown has a nice stock of Mrs. Heal in 6 inch pots and they are coming into flower in fine shape and should be in prime condition for the holidays. He also has a limited supply of Optima, and the W. W. Edgar Co. has a nice block of Optima as well as a small quantity of Mrs. Heal. Plantsmen are watching these varieties and I hope that they turn out to fulfil all expectations.

Now that the first blocks of chrysanthemums are out of the way I see evidence in all directions of heavy plantings of such crops as wall flower, schizanthus, myosotis, calendula and anything that can be handled in cool temperatures. There are several fine strains of myosotis for winter flowering and generally speaking they turn out well for the growers. This is also true of wall flower, and while schizanthus has not been so freely planted, it seems to be coming into favor. Wisconsinensis is the one which is generally planted.

PRIMULA TOWNSENDII, our selected strain, out of 3 inch. ready for 4½-5 inch pots, \$15 per 100.

DRACAENA INDIVISA, field grown plants, ready for 5-6 inch pots, \$25 per 100. No orders accepted for less than 100.

BOUGAINVILLEA SANDERIANA, fine specimen plants, \$2-\$4 each.

OTAHEITE ORANGES, field grown plants, ready for 5-6 inch pots, \$1 each.

A. L. MILLER

JAMAICA

NEW YORK

Henry Penn's unique customer's appreciation cards have evidently met with favor in other parts of the country. They have been adopted practically without change, I understand, by one of the concerns which puts out the literary material for florists. Certainly they are being widely distributed, and florists in all parts of the country are using them without any knowledge of the fact that they originated in the Henry Penn establishment. This is highly complimentary, of course, but doesn't seem altogether fair. The cards in question are those which are sent out to customers with orders, and which vary in phrasing, but which tend to inspire confidence and link the customer more closely with the Penn establishment. This is one of the cases, apparently, where originality pays its own penalty.

It is a far cry from Lompoc, California, U. S. A., to the heart of London but Ant. C. Zvolanek, Lompoc, Cal., originator of Winter Sweet Peas has been over there talking to a member of the Trade-Journal's Staff.

Whoever likes may come along with the protest that the Winter flowering Sweet Pea is not so fine in quality as our best modern varieties, or that there are ten times more varieties of the new Winter flowering race than are necessary from point of view of distinctive character or commercial worth, but, nevertheless, the newcomers possess merits all their own, and when it becomes known that Spring sown seed of the new race can be had in bloom in sixty days, and Autumn sown within ninety days, and that by making successional sowings outdoors from Spring to Midsummer, and under glass during Autumn and Winter, Sweet Peas may be cut the year round, there will be a good and increasing demand for the stock.

Mr. Zvolanek had many interesting bits of news to relate regarding the seed growing industry in his district, which he says is 150 miles or more north of Los Angeles, and has a cold climate. The area under Sweet Peas in the Lompoc neighborhood is vast, Burpee and other well-known firms having large tracts under cultivation. When one hears of soil so good and so deep that crops require no manure or fertilizer whatever, and, despite the fact that for six months or so not a wet day hinders work, the root run remains beautifully moist, he begins to understand how it is that the California seed growers can own and work such large farms and produce seeds on such a huge scale.

BULBS

LILIAM GIGANTEUM, also **HARDIES**, new crop, shipped from New York, Denver, Chicago, and Toronto, Ont.

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VALLEY PIPS, for forcing. Holland and German type. Shipment from New York.

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Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

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CHRYSANTHEMUM SOCIETY

Annual Report of the Secretary,
Charles W. Johnson

Mr. Charles W. Johnson, secretary of the Chrysanthemum Society of America has issued his annual report. He says:

The eighteenth annual meeting was held in conjunction with the annual fair of the American Institute of the City of New York at the Engineering Building, New York. There was a very creditable showing of fine blooms exhibited by the members of the society consisting principally of the standard exhibition and commercial varieties but very few seedlings or new varieties. The lack of new seedlings at our exhibitions brings to the mind of experienced exhibitors the difference between the shows of today and those of former years when the greatest interest was centered on the seedlings and novelties and now that we cannot depend on foreign importations to create this interest it is a challenge to the members of the C. S. A. to demonstrate their ability along the lines of producing new varieties. There was a very strong showing of the pompon and single varieties which attracted the attention of the visitors showing how popular these varieties are with the general public. The secretary was in attendance at the show and a report of the proceedings has been printed and mailed to all members of the society.

The invitation of the Washington Florists' Club to hold the 1920 meeting in Washington being accepted, your secretary accordingly made a solicitation of special premiums and thanks to those who contributed to the same we have a very creditable list of premiums.

Your secretary has noticed most particularly during the past year the falling off in the support the society is receiving from the private gardeners; this may be due to the conditions as they now exist on private places following the war, but as the C. S. A. has drawn its strongest support from the ranks of the gardeners we can ill afford to lose it.

The planting of chrysanthemums for commercial cut flower purposes is larger than ever this year, especially the pompon varieties, but up to the present time the demand has kept well up to the supply throughout a greater part of the country. In the eastern states the unusually fine weather for this time of the year has advanced the flowering period of most of the varieties so that the season will be short-

Keep them Coming

We don't care whether you grow Roses, Carnations, or Sweet Peas, but we do know that the fellow who has Lilies this Spring is going to top the market for prices. Plant all the bulbs you can buy. Don't ask why but do it! Both Cold Storage and New Crop. We have Cold Storage Gigs and New Crop For-mosum now. **Write for Prices.**

CHICAGO VAUGHAN'S SEED STORE NEW YORK

FARQUHAR'S UNIVERSAL MIGNONETTE

This Mignonette is considered to be one of the finest for the greenhouse, and has received many Awards where exhibited.

It produces enormous sweetly scented spikes of reddish-green flowers, which are greatly in demand for cutting.

1-4 oz., \$4.00; 1-8 oz., \$2.00; 1-16 oz., \$1.00

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SEEDS, PLANTS AND BULBS
Horticultural Sundries

166 W. 23rd St., NEW YORK

STUMPP & WALTER CO.
Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

ened considerably; otherwise the chrysanthemum grower has little to complain of.

Your secretary wishes to acknowledge the kindness of Mr. Elmer D. Smith in furnishing him with a complete list of varieties disseminated in 1919 which was a great help in getting up the annual report.

A new store has been opened on Ridge Avenue, Philadelphia, by Mr. John Brown, son of Mrs. S. Brown, who is a well known florist located on West Lehigh Avenue.

August Wanjeck has bought the property 2537 Lehigh Avenue and will remodel same for his retail flower business.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

There is going to be trouble for the dahlia specialists unless they are more careful about labeling their roots. There has been much complaint the past season that when the dahlias have flowered they have not proved to be the varieties ordered. There has been much criticism of nurserymen in the past because fruit trees have not come true to name, and it is to be hoped that no such situation will develop in the bulb trade. Judging from reports this season, though, there has been very much careless work, with the result that some of the leading dahlia growers have had their reputations badly tarnished. I think there is nothing which is worse for the grower than to have a customer come to feel that he has been deceived or made the victim of a poorly conducted

business. No doubt much of the trouble has been due to the difficulty experienced in getting reliable help. When any business of this kind gets so large that a lot of help has to be employed, trouble is almost certain to ensue. As the situation stands, though, it is highly important that dahlia growers, and for that matter gladiolus growers, make a point in the future of putting accuracy in the labeling of their bulbs above everything else.

The evergreens and conifers are looking especially well this fall. Most of them have recovered from the effects of two hard winters and are in excellent condition. I am speaking particularly of my observations in the Arnold Arboretum, and I think what

I have said holds good, at least throughout New England. One tree in the Arboretum which excites the admiration of everybody who sees it is the Japanese fir, called *Abies homolepis* or *brachyphylla*. This tree is one of the best evergreens which thrive in New England. It is very symmetrical and well shaped. There is no such large tree in the Arboretum as is to be found on the mountains of central Japan, where this fir has its home, but a specimen 55 or 60 feet high, with branches sweeping the ground, is growing in the Hunnewell pinetum at Wellesley. *Abies Veitchii*, from Japan, is also a very handsome tree, and a specimen growing close to the driveway in the Arnold Arboretum, not far from the Walnut Street entrance is sure to be commented upon by visitors. Near by is still another tree which has great merit. It is the *Pseudolarix*, the soft feathery foliage of which is most delightful. Like the larches, it loses its leaves in the fall, but even when disrobed it is an attractive object to look upon.



Abies Homolepis from Japan

FALL SHOW IN BOSTON

**"Mums" Were Not Up to the Average,
But Begonias and Orchids Were
Extra Good**

The fall show at Horticultural Hall, Boston, last Saturday and Sunday was largely attended, but did not measure up in all ways to the hopes of those who had it in charge. The chrysanthemums, while fairly numerous, were lacking on the whole in size and quality of the flowers. A particularly large exhibit was made by Mrs. Homer Gage of Shrewsbury, who had twenty varieties in more than fifty vases. Some Japanese anemone varieties were particularly good. Edward E. Clark, of Jamaica Plain, had some of the largest flowers shown among his fifteen varieties of chrysanthemums. Miss Marian Roby Case of Hillcrest Gardens, Weston, displayed fruits and vegetables of more than twenty-five different classes, and received many compliments on her entries. Twenty different varieties of fruits and vegetables were shown in the display staged by Supt. W. N. Craig, of Faulkner Farm.

Undoubtedly the feature of the show was the exhibit of begonias from the estate of Thomas E. Proctor, of Topsfield, James Marlboro, superintendent. These winter flowering begonias were exceedingly beautiful, and occupied the center of the floor in the larger hall, where they were surrounded by eager visitors. There were forty varieties, and about one hundred and fifty plants. Most of them are new Clibran's hybrids from England, and the colors ranged from light orange to very deep red. Edwin S. Webster also had some good begonias, including Gloire de Lorraine and Glory of Cincinnati.

The orchid display of Mr. A. C. Burrage is noted elsewhere. The following is a list of awards:

AWARDS FOR PLANTS

John Allen French Fund. Chrysanthemums.—One trained specimen plant, White: 1st, E. A. Clark. Garza. One trained specimen plant, Yellow: 1st, E. A. Clark. Mrs. Wm. Duckham. One trained specimen plant, Bronze: 1st, E. A. Clark. Hortus Tolusanus.

Theodore Lyman Fund, No. 2. Begonias.—Gloire de Lorraine, 6 plants: 1st, Mrs. Lester Leland. Any other winter flowering variety, 6 plants: 1st, Thomas E. Proctor; 2d, Edwin S. Webster.

AWARDS FOR FLOWERS

Society's Prizes. Chrysanthemums.—12 blooms, Japanese Incurved: 1st, James Nicol. 12 blooms, Reflexed: 1st, Allen R. Jenkins. 12 sprays, Anemone: 1st, Faulkner Farm. 10 blooms on long stems, Pink: 1st, E. A. Clark; 2d, Allen R. Jenkins. 10 blooms, Red: 1st, E. A. Clark. 10 blooms, White: 1st, James Nicol; 2d, E. A. Clark. 10 blooms, Yellow: 1st, James Nicol; 2d, E. A. Clark. Collection of sprays of Single Chrysanthemums, filling 25 vases: 1st, Allen R. Jenkins; 2d, Faulkner Farm.

Theodore Lyman Fund, No. 2. For the best display of Chrysanthemums or other flowers, showing the various ways they can be used for home decorations: 1st, Allen R. Jenkins. Carnations.—Fifty blooms, Pink: 1st, S. J. Goddard, Laddie. Hillcrest Prizes. Fruits of Ornamental

IF in need of RELIABLE NURSERY STOCK

that is well grown, well dug and well packed

Send to the BAY STATE NURSERIES

Wholesale and Retail

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Framingham Evergreens, Trees,
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With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery

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"Seeds with a Lineage" All Varieties

Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue

CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.

Trees and Shrubs. Best named collection: 1st, Henry L. F. Naber.

Gratuities: S. J. Goddard, 2 vases of Chrysanthemums, Richmond and Charles Roger; Mrs. Lester Leland, vase of Exhibition Chrysanthemums; Caplan, Florist. Flowers for Home Decoration: E. A. Clark. Foliage and Flowering Plants: Miss Cornelia Warren, Oncidium varicosum Rogersii; Allen R. Jenkins, table decoration of Chrysanthemums.

Gold Medal: A. C. Burrage, display of Cypripediums, 40 varieties; Thomas E. Proctor, exquisitely arranged collection of winter flowering Begonias.

Silver Medal: Strouts, Carnation Maine Sunshine.

First Class Certificate of Merit: A. C. Burrage, Cypripedium Goliath; A. C. Burrage, Sophro-Cattleya Pearl; S. C. Doris,

C. Portia; A. C. Burrage, Brasso-Cattleya Heatonensis var. President Harding; A. C. Burrage, Laelio-Cattleya Russell; A. C. Burrage, Cattleya Princess Patricia; A. C. Burrage, Cattleya Dionysius (C. Folia alba, C. gigas alba); A. C. Burrage, Laelio-Cattleya Alex; Edwin S. Webster, Cypripedium Robin Hood.

Cultural Certificate: Henry Stewart, superior cultivation of Oncidium varicosum.

Honorable Mention: S. J. Goddard, collection of Seedling Chrysanthemums; E. A. Clark, collection of Japanese Chrysanthemums; A. C. Burrage, Cattleya Bowringiana lilacina.

Vote of thanks: Edwin A. Webster, Cypripedium Veitchii and Cattleya Moira.

AWARDS FOR FRUITS.

Society's Prizes. Apples—Baldwin, 12

MICHELL'S BULBS

White Callas (*Aethiopica*)

CLEAN, HEALTHY BULBS

	Doz.	100	1000
1 1/4 to 1 1/2 in. diam.	\$1.25	\$8.00	\$75.00

Godfrey E. verblooming Calla

A popular variety for either cut-flower or pot plant sales. Excellent for design work.

	Doz.	100	1000
First size, 1 inch diam. up.....	\$1.75	\$12.00	\$110.00

Narcissus

PAPER WHITE GRANDIFLORA

We handle only the improved true type which produces the large flowers.

	100	1000
First size, 13 ctm. up (1250 bulbs in case).....	\$2.75	\$21.00

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SEND FOR OUR NEW WHOLESALE PRICE LIST, if you did not receive a copy.

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GARDEN SEED

BEEF, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

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SEEDS AND BULBS

Hoddington's

128 Chambers St., N. Y. City

specimens: 1st, A. P. Smith; 2d, Faulkner Farm; 3d, Hillcrest Gardens. Fall Pippin: 1st, Oliver Ames; Fameuse: 1st, G. V. Fletcher; 2d, Hillside Poultry Farm. Golden Russet: 1st, Hillcrest Gardens; 2d, Parker Bros. King: 1st, Arthur W. Fletcher; 2d, Hillside Poultry Farm. McIntosh Red: 1st, Miss Margaret A. Rand; 2d, A. P. Smith; 3d, Hillcrest Farm. Northern Spy: 1st, H. A. Clark; 2d, G. V. Fletcher; 3d, Arthur W. Fletcher. R. I. Greening: 1st, Margaret A. Rand; 2d, G. V. Fletcher; 3d, Faulkner Farm. Roxbury Russet: 1st, Oliver Ames; 2d, Faulkner Farm. Sutton: 1st, H. A. Clark; 2d, G. V. Fletcher. Wealthy: 1st, A. P. Smith; 2d, G. V. Fletcher. Any other variety: 1st, R. A. Clark, Delicious; 2d, Oliver Ames, Hubbardston. Baldwin, fifty specimens: 1st, A. P. Smith; 2d, Parker Bros. McIntosh Red, fifty specimens: 1st, Hillcrest Gardens; 2d, Parker Bros. Any other variety, fifty specimens: 1st, H. A. Clark, Sutton; 2d, Hillside Poultry Farm. King, Crab Apples, fifty specimens: 1st, Hillcrest Farm; 2d, Faulkner Farm. Pears—Twelve Anjou: 1st, E. B. Wilder; 2d, H.

A. Clark, Angouleme: 2d, F. W. Dahl. Bosc: 1st, G. V. Fletcher; 2d, A. Bradley. Dana Hovey: 1st, W. G. Kendall; 2d, Isaac H. Locke. Lawrence: 1st, E. B. Wilder; 2d, G. V. Fletcher. Vicker: 1st, E. B. Wilder; 2d, F. W. Dahl. Any other variety: 1st, F. W. Dahl, Chairgeau; 2d, F. W. Dahl, Seville. Collection of pears: 1st, G. V. Fletcher; 2d, F. W. Dahl; 3d, E. B. Wilder.

Marshall P. Wilder Fund. Native Grapes, Black: 1st, John Bauernfeind, Concord; 2d, E. A. Adams, Wilder, Hartford. White: 1st, John Bauernfeind, Niagara. Red: 1st, W. G. Kendall, Vergennes; 2d, W. G. Kendall, Jefferson. Collection of grapes: 1st, John Bauernfeind, John S. Farlow Newton Horticultural Society Fund. Foreign Grapes.—Any variety: 1st, Geo. F. Stewart, Black Hamburg; 2d, W. G. Kendall, Gros E. Coleman. Quinces.—Any variety: 1st, Isaac H. Locke, Orange; 2d, H. A. Clark, Orange. Gratuity: A. P. Smith, collection of New England Apples.

AWARDS FOR VEGETABLES.

William J. Walker Fund. Beets.—Any variety, 12 specimens: 1st, E. L. Lewis, Egyptian; 2d, Oliver Ames, Edmand's. Swiss Chard, 4 specimens: 1st, Faulkner Farm. Brussels Sprouts, 50 specimens: 1st, Arthur Urquhart; 2d, George F. Stewart. Cabbage.—White, 4 specimens: 1st, E. L. Lewis; 2d, Faulkner Farm. Carrots.—12 specimens: 1st, J. A. Nixon; 2d, Miss L. H. Swift. Cauliflower.—4 specimens: 1st, Hillcrest Gardens; 2d, A. P. Smith. Celery.—Paris Golden, 4 bunches: 1st, Warren Heustis & Son; 2d, J. A. Nixon. Any other variety: 1st, Oliver Ames, Winter Queen; 2d, J. A. Nixon, Easy Blanching. Sweet Corn.—12 specimens: 1st, E. A. Clark; 2d, G. F. Stewart.

Society's Prizes. Blanched Endive.—4 heads: 1st, Miss L. H. Swift; 2d, A. L. Stephen. Leeks.—12 specimens: 1st, E. A. Clark; 2d, D. R. McLean. Lettuce.—4 heads: 1st, Faulkner Farm, Sutton's Standwell; 2d, Faulkner Farm, May King. Mushrooms.—12 specimens: 1st, Faulkner Farm. Onions.—Danvers, 12 specimens: 1st, Oliver Ames; 2d, D. R. McLean. Ailsa Craig: 1st, Oliver Ames. Prizetaker: 1st, Oliver Ames; 2d, J. A. Nixon. Any other variety, yellow or straw colored: 1st, E. A. Clark, Cranston's Excelsior; 2d, Hillcrest Gardens. Parsley.—4 qts.: 1st, Oliver Ames; 2d, A. J. Jenkins. Parsnips.—12 specimens: 1st, J. A. Nixon; 2d, Faulkner Farm. Peppers.—12 specimens: 1st, Hillcrest Gardens; 2d, J. A. Nixon. Potatoes.—Green Mountain, 12 specimens: 1st, E. L. Lewis; 2d, G. F. Wheeler. Irish Cobbler: 1st, Oliver Ames; 2d, E. L. Lewis. Vermont Gold Coin: 1st, E. L. Lewis; 2d, J. A. Nixon. Early Ohio: 1st, E. L. Lewis; 2d, D. R. McLean.

WOMEN GARDENERS

Sometimes I feel as if I would like to have a woman take care of my flower garden at Hillcrest. For as a rule women are better nurses. Men are good for spring and autumn work. They can plan and plant, do good landscape work, go in for effects. But when it comes to the care that plants need in summer, the watching, nursing and babying I believe that women will prove better.

There are some men who have this woman element to a large degree—not the feminine, there is a difference—of them, poets, artists and good gardeners are made. The marking of crosses on a piece of paper is not going to make any difference in the spirit of womanhood in either man or woman and there is still truth in the old saying that the hand that rocks the cradle is the hand that rules the world.

M. R. CASE.

Hillcrest Gardens, Weston,

A FINE LOT OF GENISTAS

3-inch pots need shifting to 4-inch pots.

Will be fine for Easter.

1200 Plants for \$120.

C. U. LIGGIT

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FINANCE AND AUDIT COMMITTEE

It was decided at the meeting of this Committee held in Indianapolis on October 10th, to make an appropriation of \$300 to the Nomenclature Committee. It will be remembered that by action of the Convention held in Cleveland last August, the question of this appropriation was referred to them for final action.

NATIONAL PUBLICITY CAMPAIGN

A question has been sent in asking whether it is the intention of the Publicity Committee to abandon the National Advertising Campaign. To this, we would reply most emphatically—no! Just consider for a moment the names of those on this National Publicity Committee:—Henry Penn, Chairman, George Asmus, Wallace R. Pierson, Fred Ammann and C. C. Pollworth. These are broad-minded successful business men with a vision who realize the possibilities and the advantages of the National Publicity Campaign and under no circumstances would they permit any let-up in the activities of this important undertaking.

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

A. F. T. Lauritzen, Auclair, Wis., 1 yr.	\$10.00
Anton Schultheis, College Point, N. Y., 1 yr.	25.00
A. Alenins, Amarillo, Texas....	5.00
C. A. Kuehn, St. Louis, Mo., addtl	50.00
A. S. Parker, Stoneham, Mass., 1 yr.	15.00
Western N. Y. Florist Pub. Fund, Buffalo, N. Y., 1 yr.	250.00
Harry M. Cooke, Plattsburgh, N. Y.	15.00
Alabama Evergreen Exchange, Cleveland, Ohio.	25.00
Andrew Bros., Bristol Conn., addtl	5.00
Sparta Greenhouse, Sparta, Ill....	5.00
R. C. Kerr & Co., Houston, Tex....	50.00
J. W. Moore, Philadelphia, Pa....	10.00

\$465.00

Previously reported and as recently corrected..... 51,175.52
Total \$51,940.52

JOHN YOUNG, Secy.

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FLORAL EXHIBIT AT TARRYTOWN, N. Y.

The Annual Fall Exhibition of the Tarrytown, N. Y. Horticultural Society was held in Music Hall, November 3, 4 and 5. Music Hall was turned into a fairyland after the exhibits had been arranged.

The exhibition again proved a success. Owing to the unfavorable weather conditions, the exhibits in the Chrysanthemum line were not quite as extensive as in former years, but of fine quality. The fruit and vegetable exhibits were far ahead of previous exhibits. Competition was keen in the table decoration for the Stuyvesant Fish Cup.

Notably on exhibition was a new pink rose on the order of La France, and also a pink Francis Scott Key, exhibited by F. R. Pierson. This firm was also awarded the Certificate of Merit for their beautiful exhibition of Roses, Chrysanthemums, Ferns, Palms, etc.

Certificate of Merit was awarded to Hubert E. Rogers, Charles L. Fisher, superintendent, for four heads of Cauliflower; Honorable Mention to Mrs. Stanley McCormack for exhibition of Cosmos.

The Judges on the first day were: T. F. Eastwood, Garrison, N. Y.; Alex MacKenzie, White Plains; and George Middleton, Tarrytown. On the second day they were William Whitton, New Rochelle; E. Beckett, White Plains; and Duncan McGregor, Tuxedo Park, N. Y.

The exhibition was well attended and fully appreciated by all those who visited the show.

AMERICAN NURSERY INDUSTRY

According to the latest census, there are in the United States, 4,500 nurseries, covering 172,800 acres, representing an investment of 52,500,000 dollars, employing 45,600 men and 2,279 women, using 14,200 animals, and there are 3,400,000,000 woody plants or trees growing in the nurseries of this country.

FLOWERS AND GUM

It is stated that forty-five million dollars are now spent on flowers every year in the U. S. A. This looks a big total, but it is also stated that this is less by five millions than is spent on the unpleasant habit of chewing gum, so there is evidently still room for advance.



Two year field grown

IBOLIUM HARDY HYBRID PRIVET

CROSS BETWEEN
CALIFORNIA AND IBOTA PRIVET
HARDY AS IBOTA
LOOKS LIKE CALIFORNIA

ARNOLD ARBORETUM
REPORTS IT HARDY THERE
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— Just think what this means —

**Order propagating stock
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Grows equally well from either hard or softwood.
Start propagating now and be ready for the coming demand.

TRADE OFFER

2 years 2-3 feet each.....\$2.50
(Not cut back. See above cut.)

1 year 1-2 feet each.....\$1.00
Summer frame cuttings each 50

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For years orchids have been looked upon as **Orchids** flowers to be enjoyed only by the rich, and it has been remarked more than once that they could not be expected to arouse any great amount of popular interest at a flower show. The fallacy of this reasoning has been shown at Horticultural Hall during the past year, where Mr. Albert C. Burrage, of Beverly, has broken all records for orchid displays and performed a great public service in behalf of flower lovers by staging monthly exhibits. Contrary to expectations, or at least to many prognostications, these displays have aroused a great deal of interest. Indeed, they have proved among the most popular features of the shows, have received long notices in the papers, and have shown that the orchid is viewed with interest even by people who are not able to grow them.

We believe that one reason why the orchids **Staging shows** shown by Mr. Burrage at Horticultural Hall the past year have been so highly appreciated is the way in which they have been displayed. It was an inspiration when Mr. Burrage got away from the old fashioned table form of exhibit, and put up his display in such a way that the orchids became part of a general decorative scheme. Take, for example, the show of last week. A false rock work was set up at one end of the hall, and there the flowers were arranged as though growing in their native habitat.

In almost every instance the method of display has been different, showing remarkable originality and resourcefulness. There is a hint here for exhibitors in all classes, and it is to be hoped that the influence which is radiating from Horticultural Hall will have its effect on other shows in different parts of the country. A flower show ought to be something to fill the eyes of the visitor with delight, as a well composed picture, instead of being merely a stiff and unattractive arrangement of single specimens set out in rows without any attempt at decorative effect.

Apparently the flower growers who took their **Coal** age in their hands and decided to wait for lower prices, come what may, are going to reap the benefit. Bituminous coal is certainly sliding downward, and prices seem likely to go considerable lower than they are now. Of course, it was a gamble all along, and those who bought coal when the price was high cannot be blamed. In many instances it seemed the only way to prevent a heavy loss. Still, those who waited, though, will make a tidy saving, because when one uses two or three thousand tons of coal a year, a difference of one or two dollars a ton makes a sizable total.

It is to be hoped that many other private **Begonias** growers will be stimulated by the action of Mr. Thomas E. Proctor, of Topsfield, in showing his big collection of English winter flowering begonias at Horticultural Hall at the last exhibit. On the whole, owners of private estates have been reluctant, apparently, to enter the shows in any large way of late years. Perhaps this is true in Boston to a greater extent than in New York and some other places, but it isn't confined wholly to the east by any means. Unless these privately grown plants are shown, it is impossible to have the exhibits measure up to the standard which has been set for them in the past.

The warm welcome given Mr. Proctor's wonderful begonias and the many congratulations showered upon his competent superintendent were enough to prove that the flower loving public appreciated the effort made. It is certainly to be hoped that horticultural interests are to once more take an upward trend. The situation has been far from satisfactory since the war. Perhaps it was to be expected, but it is time now for everybody interested in horticultural advancement to get together and help restore conditions to normal.

There are rumors from Washington to the effect that some startling changes are to take place in the personnel of the Federal Horticultural Board. Just what foundations these rumors have it is hard to say. No confirmation has come with the report that Dr. Marlatt intends to resign, and it may be that the recent election will mean the holding over of all members of the board until something develops as to the future policy of the government. In any event, there seems to be a well defined feeling throughout the country that there is bound to be a change in the situation, with a probable modification of the board's rulings which will do away with the worst features of the embargo without in any manner interfering with its effective control of insect pests and plant troubles of all kinds.

Are there too many of them? The feeling has been voiced in the west that the **Organizations** multiplication of societies, especially in the florist trade, has reached a point where a balance must be struck. Organization is a fine thing. It is needed, and without it the florist trade could not expect to go ahead. There are different forms of organization, however, and what can be accomplished by a large number of people working in one body is much more difficult to carry out when the same number of people are split up into half a dozen societies.

In some of the larger cities there are organizations which overlap. In several places there are two or more which might consolidate without any loss of advantage if the members could get together on a proper give-and-take basis. It seems quite probable that the next slogan will have to be "Consolidation," and it's time to be thinking about the matter.



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Do not hesitate to use lime in abundance especially when the weather is dark and rainy. It's a good plan to blow it under the roses each night, also dusting it freely under the benches, and using plenty of it in both cases. If the houses have not been kept as clean as they should have been a generous application of lime will help to sweeten the air and destroy such insect pests as are naturally found in dirt and moisture. Of course, applying lime is not a pleasant task, but it has to be done in all green-houses.

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Robert Craig is a man of world wide fame in the horticultural world and has done a great deal to make Philadelphia famous at home and abroad. For the past forty years he has been in the front rank in every forward movement. He has been president of both local and national horticultural societies, and has added dignity and distinction to every office he has held,—and they have been many.

The Society of American Florists, The Pennsylvania Horticultural Society, The Philadelphia Florists Club, and many other organizations owe much to his splendid personality and ardent enthusiasm, and the example set by him, away back a quarter of a century ago, has borne rich fruit all over the country. Today every city in the Nation has followed Philadelphia's example in these horticultural organizations, and Robert Craig's as-



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Robert was born in Philadelphia, and as his name indicates he is of Scottish lineage. In its palmy days, the Caledonian Club of Philadelphia had no more distinguished chief, and its brilliant achievements in sporting and fraternal affairs in those days were largely due to his initiative, and when he donned his kilts and went to meet some distinguished visitor, like Harry Lauder, he certainly looked picturesque and a credit to the rugged country of honest men and bonny lassies. A good picture of him in that connection, appears in the Evening Bulletin of December 14, 1908. Few men have such well-rounded, human and intellectual fine points as Robert Craig and he has done credit to his Creator in using them for the benefit of his fellow men. The best wishes of all went out to him and to his faithful and ardent partner and everybody wished them, at least, another thousand years of happiness and prosperity.

In the course of the evening, Mr. Craig recited the beautiful lines of James Graham, Marquis of Montrose, written to his wife about 1650. These beautiful verses, he said, were a tribute to Mrs. Craig, who embodied them although he had never asked her to do so, like the Marquis did his good lady.

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For if confusion have a part

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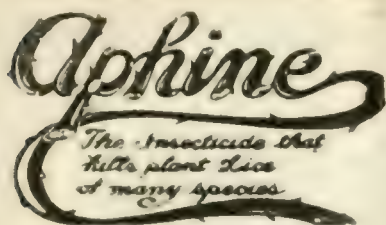
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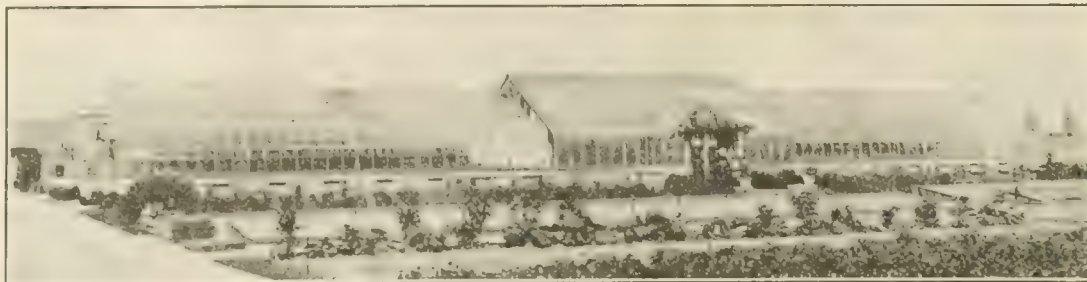
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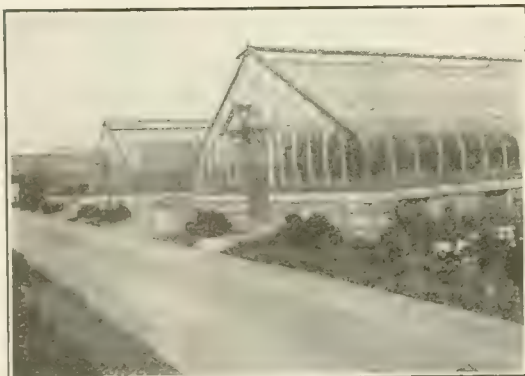
First we built him a complete range exclusively for flowers. Then followed this vegetable range, where Mr. Ireland is doing such wizard work with his growing. Being practical purpose houses, the rafters are spaced 12 ft. 1 3/4 in. apart just as in our commercial houses. The houses fronting on the garden are semi-curved. The two behind it have our standard angle ease treatment.



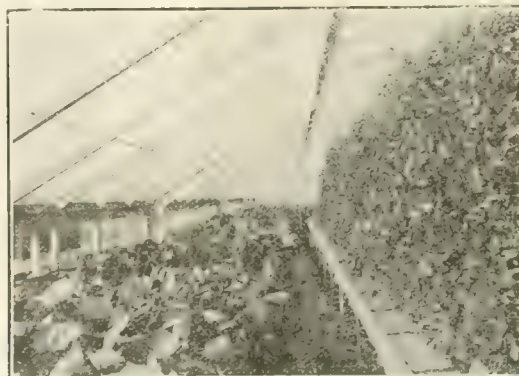
View looking down the fruit house arches. You can just see our friend Ireland way at the other end.

You may recall that we built two practical purpose houses constructed the same way for the late Hetty Green's daughter, Mrs. M. A. Wilks at Greenwich, Conn. And later, two big houses for her brother, Col. Green, whose estate is near New Bedford, R. I.

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HORTICULTURE

Vol. XXXII

NOVEMBER 25, 1920

No. 19

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Extra	20.00
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We wish to call particular attention to our fine stock of Ferns which we are offering at this time. We can give you extra value in all of the sizes, and would recommend that orders be placed at once for shipment during November and before cold weather sets in. There is no danger now of frosts, and later on ahead of the holidays, there is always a risk in shipments being delayed and plants damaged, whereas if you have your order shipped this month, they will go through promptly and you will have them on hand when you want them for your holiday trade, besides we can give you exceptionally good value for shipments now.

EPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy, Jr. 2 1/2 inch pots, \$3.00 per dozen, \$20.00 per 100; 3 1/2 inch pots, 50c. each; 6-inch, \$1.00 each; large specimens, 8-inch, \$3.00 each.

EPHROLEPIS elegantissima compacta. 3 1/2 inch pots, 50c. each; 6-inch, \$1.00 each; large specimens, 8-inch, \$2.00 to \$3.00 each; 12-inch, \$6.00 to \$7.50 each.

EPHROLEPIS Muscosa. 3 1/2 inch pots, 50c. each; 5-inch \$1.00 each.

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EPHROLEPIS Dwarf Boston. 6-inch pots, \$1.00 each; 8-inch, \$2.00 each.

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5 inch	5.40 per doz.	40.00 per 100
6 inch	8.00 per doz.	60.00 per 100

HOLLY FERNS, Cyrtotum Rockfordianum:—

4 inch	\$3.60 per doz.	5 inch \$6.00 per doz.
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BIRDS NEST—5 inch \$1.00 each

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Lantanas; Heliotrope; White Swanson; Coleus; Moonvines; Salvia; Parlor Ivy; Achyranthus; Ageratum.

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It is a common practice to treat with an antiseptic solution, such as copper sulphate or formalin, the seeds of cereals and other plants, the seed coats of which are suspected and known to be infected with the spores of pathogenic organisms. Unfortunately, the usual method of treatment generally leads to a decrease in the germinating capacity of the seed, and also to irregularity of germination. Mr. H. Braun, of the Laboratory of Plant Pathology, Bureau of Plant Industry, U. S. Department of Agriculture, has introduced an improvement which it is claimed increases the efficacy of the method and produces no ill effects on the germination of the seed. The improvement consists in a short preliminary soaking (ten minutes) of the seed in water before steeping it in the antiseptic solution. It is suggested that the method owes its efficacy to the fact that since the preliminary soaking results in the taking up of a large amount of water by seed, subsequent steeping in the antiseptic leads to a smaller quantity of the poison passing the seed coat. It is further suggested that the preliminary soaking encourages the micro-organisms to begin to germinate so that they are in a highly susceptible state when the time comes for applying the antiseptic.

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By the use of retarded crowns, it is an easy matter to maintain a regular supply of flowers of Lily-of-the-Valley, as the plants quickly respond to forcing. The crowns should be packed into 48-sized pots; or, if simply required for the supply of cut flowers, they may be planted closely in small cutting boxes. Cover the pots or boxes with clean Moss, and stand them for a few days on an open bed or bench in a warm house, afterwards transferring them to a close case in the forcing house, where they may be given a bottom heat of 75 to 80 degrees. Success in forcing most hardy plants depends largely in introducing them gradually to a high temperature; subjecting such plants directly to much warmth too often results in failure. Ordinary Lily-of-the-Valley crowns, whether imported or home-grown, should be placed in pots or boxes, and stood in an exposed position out-of-doors. All plants of this description force much more rapidly after being freely exposed to the weather.—*Gardeners' Chronicle*.

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Pure White	5.00	15.00

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HORTICULTURE

Vol. XXXII

NOVEMBER 25, 1920

No. 19

THE TALK OF THE TRADE

Armistice Day in Boston was decidedly a quiet time. Very little notice of it was taken excepting what was carried on at the Charlestown Navy Yard and some modest decorations and observances on the Common. It was left to the florists of Boston to show the real patriotic spirit, and they carried through Flower Day in fine style. I think the florists did themselves proud in the way this was carried out, also they did a lot of good. I have heard many remarks and comments from people outside of the trade which proves that they made themselves heard.

Flowers were taken to every hospital in the city, private hospitals included. Contributions were made in a most generous manner and flowers of all kinds in good quantity were available. The florists formed in line at the flower market in the form of an automobile parade and started out with plenty of noise from the tooting of horns. It is proposed to have this an annual occurrence and we all hope that it will go through as such.

A while back it seemed that chrysanthemums would be pretty well cleaned out by Thanksgiving time, but now I believe there is every prospect

of having a good supply for the holiday. It is true that Bonnaffon started in very early, but I have seen quite a number of large batches within the last few days which I feel quite sure will last through the end of the month. This is also true of Enguehard, Seidewitz, and I believe even some Rager will be left for that time. In general, there will be a good supply and of good quality, not only in the large-flowering but also in singles and pompons; and it is interesting to note at this time also that while chrysanthemums are not bringing any fancy prices at all, they have stiffened up somewhat and, better still, we find that they are moving easier.

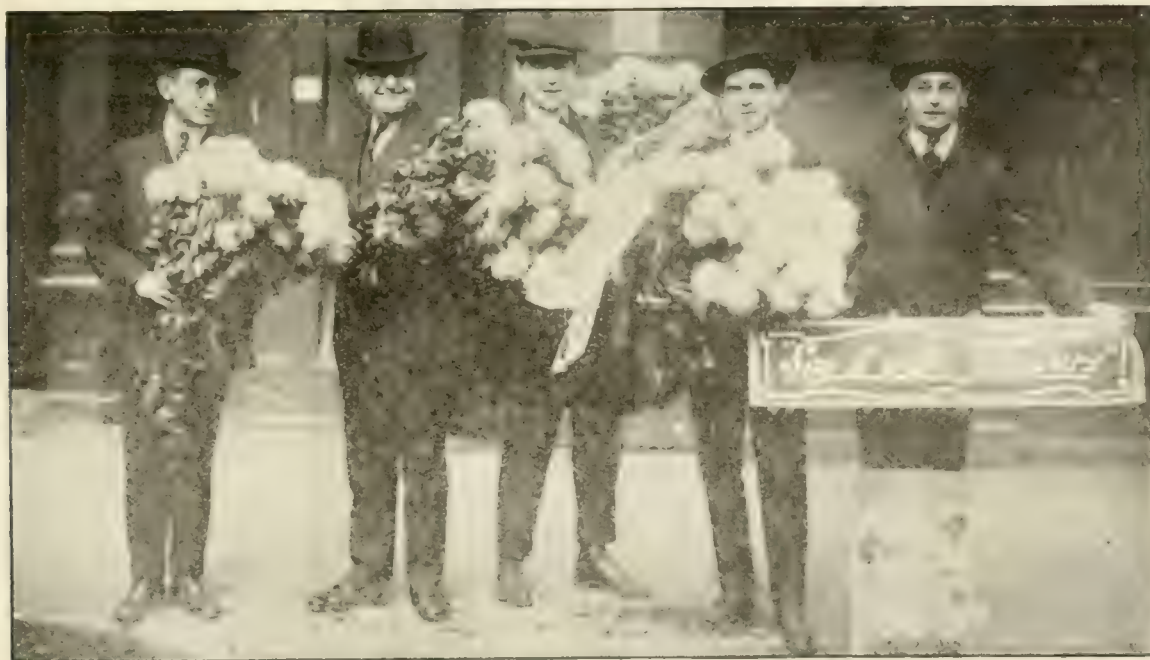
There is quite a distinct call for flowers of all kinds, this being particularly true of carnations and roses as well, and the encouraging point is that there is a demand. Of course the large quantity of stock coming in makes it impossible to get very high prices, but I believe that Boston is just a little better off than some other markets in this respect, particularly New York and Philadelphia. Nothing to brag about, but still it keeps us feeling a little better.

The public parks of the country will

blossom again next spring as they did in days before the war, great numbers of tulips having been planted this season. Not only have tulips been plentiful and reasonable in price, but the late fall has offered an unusually good opportunity for planting them. Thomas Phillips, of Wilkesbarre, Pa., says that he has never seen a time when tulip bulbs could be planted so late to good advantage. In his town the bulbs are usually planted about October 20, but this year work has been carried on much later. Some 16,000 bulbs have been set in Wilkesbarre.

I was glad to find Mr. James McHutchison back at his desk in New York after his long and tedious attack of illness. I understand that he has had to make his return to business on the installment plan, as it were, coming in only a few times a week at first, and spending only a short time at active labor. I have no doubt, though, that his presence has been a big incentive to all to do their best work. Certainly the way in which his many friends have greeted him has proven the high esteem in which he is held.

The McHutchisons have had large imports of bulbs. Japanese lilies have been the last to arrive, and not long ago sixteen carloads came in, the bulbs quickly going out again on their way to buyers all over the country.



THEY HELPED BOOM BOSTON FLOWERS
J. Cohen, Wm. Penn, Elijah Gorney, John Dowd, Ben Snyder.

Unfavorable weather has worked a hardship, I am told, on the sweet pea growers in California. The W. Atlee Burpee Co. was among the sufferers, and I understand that hardly more than half the usual crop will be marketed from the great 3,000-acre sweet pea farm at Lompoc. This is to be regretted, but when a firm does such an extensive business as does the Burpee Co., with fields both east and west, it is bound to occasionally feel the effects of adverse weather conditions.

There is often much discussion among florists and growers as to the best dahlias for commercial purposes. During the past season, I think that Jean Kerr has maintained its high position as an unrivaled free flowering moderate sized show dahlia for cutting. Jean Kerr is a Burpee production, and has about all the merits which can be desired. Other dahlias which have shown up well, according to experienced growers, are King of the Autumn, Maude Adams, Delise, Lyndhurst and Mme. Van Den Daele.

Besides the fine blooms of Maine Sunshine and its parents, Crystal White and Mrs. C. W. Ward which Mr. Strout showed at the Boston club meeting recently, he showed a small vase of the new red which will be introduced by Baur & Steinkamp, named Edna and originating with Nick Zweifel of Milwaukee, also one of Baur & Steinkamp's white seedlings which they have named Harvester. Both showed up very well, and if I understand correctly, both are said to be good growers and producers. There was also a vase of Ruth Baur with excellent color. It reminds me every time I see it of the old variety May Day. Another variety which was exceptionally good, both in size and length of stem, was Mr. Strout's White Delight. Anyone who grows Pink Delight would do well to follow this white sport.

NEW CARNATIONS

The following new carnations have been registered with the American Carnation Society, by Herman Schwarz, Central Park, N. Y.:

Glow Worm. Seedling cross. Brilliant red. Size, 3½ inches. Clean grower, producing finest quality flowers the entire season. Never splits the calyx.

Resolute. Seedling × Enchantress. Pure White. Size, 4 inches. Extremely prolific. Flowers have great substance. Unusually long stems.

Spring Glory. Pink Delight × Seedling. Deep pink. Size, 4 inches. Deep pink, verging on red in winter and

changing to rose pink with deeper centre in spring.

Mrs. H. C. C. Schwartz. Pink Delight Sport × Seedling. Shell pink. Size 4 inches. Exceptionally strong growers with very wide foliage. Extremely long straight stems.

A. F. J. BAUR, Secy.

W. H. JUDD FOR PRESIDENT Regular Meeting of the Gardeners' and Florists' Club of Boston

The regular monthly meeting was held in Horticultural Hall on Tuesday evening, November 16th. While the exhibition table was not so well taken care of as at some times in the past, some very good quality stock was shown. A. T. Rogers staged 32 varieties of named and unnamed single chrysanthemums, including those interesting types of Japanese quilled and twisted singles. W. N. Craig showed a collection of spray chrysanthemums and one vase of particularly well-grown and well-colored Yellow Garza, also two vases of Bouvardia Humboldtii; one the true Humboldtii and the other an improved form which is



W. H. JUDD

evidently of heavier growth with flowers that are larger and of better substance.

Officers for the ensuing year were nominated as follows: President, William H. Judd; vice-president, Harold A. Ryan; treasurer, James Methven; secretary, W. N. Craig. Ten names were proposed for the executive committee as follows: W. Burke, George Hamar, W. H. Golby, John Reid, A. K. Rogers, John R. Russell, L. J. Reuter, Herman Bartsch, George Butterworth and Robert Montgomery, five to be elected.

Interesting talks were given by Andrew Christensen and Capt. Moyse. The attendance was all that could be expected for such a stormy evening.

BULBS

LILIAM GIGANTEUM, also HARDIES, new crop, shipped from New York, Denver, Chicago, and Toronto, Ont.

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JAMAICA - - NEW YORK

COLLECTING SLOW ACCOUNTS

How the Application of Psychology
Brought a Debtor to Terms

Collecting accounts is the bete noir of many a florist, and perhaps they will be interested in a scheme for making collections which has been worked successfully in another business where bad bills also collect rapidly. The plan is outlined graphically in "The Progressive Grocer" as follows:

"Can't be done," sighed the young business man, "tried everything. He just won't pay 'till he gets ready and the more methods you try, the harder he resists."

"Tried the psychological method?" inquired the Senior Partner.

"The which? What sort of a bill collecting scheme is that?"

"Making him use his imagination," was the answer. "I have used it more than once. I had a chap on my books once who had owed me \$42 for six months. He was perfectly able to pay it. He wasn't a dead beat. I didn't want to sue for any such amount—probably I would have spent twice the amount getting it. Collectors couldn't get to him. He didn't answer letters. Telephone calls were cut short in the middle.

"So I sent him a bill—plain bill, in an ordinary envelope. Two days later I sent him another bill, in a plain envelope. Two days later I sent him a bill, special delivery. Two days later I sent him a bill by registered mail. He had to sign for the latter, of course. In other words, I made him know that I knew he had received the bills. Just that and nothing more.

"The next day he paid it. I hadn't threatened a thing. In fact I had nothing with which to threaten him. And I don't know to this day what his imagination suggested was going to happen next. But his course of reasoning was to the effect that if I had taken all that trouble to make sure that he received the bill, and to have unquestionable evidence that he received it, I was evidently going to take action of some kind. Whether he expected me to sue him with a lawyer or hold him up with a gun I don't know. Whatever it was he imagined, it was effective. Maybe he couldn't figure out anything and thought he'd rather pay the bill than face the unknown. Try it!"

HERE IS A NEW ONE

At a recent convention a speaker told the following: A certain seed dealer who was a very slow payer sold all the garden cultivators he had in stock so sent his jobber an order for another shipment. The jobber

Keep them Coming

We don't care whether you grow Roses, Carnations, or Sweet Peas, but we do know that the fellow who has Lillies this Spring is going to top the market for prices. Plant all the bulbs you can buy. Don't ask why but do it!

We have Lilium Gigantum, Cold Storage and New Crop now.
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FARQUHAR'S UNIVERSAL MIGNONETTE

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It produces enormous sweetly scented spikes of reddish-green flowers, which are greatly in demand for cutting.

1-4 oz., \$4.00; 1-8 oz., \$2.00; 1-16 oz., \$1.00

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NEW YORK CITY

wrote back saying. "Can't ship cultivators until you pay for last lot." The dealer then wrote his dealer, "Cancel order, can't wait that long." —American Seedsman.

NEW FLOWER FOUND

According to a newspaper clipping, Miss Dorothy Raymond, of Gowanda, N. Y., has discovered a flower never before found in America, but being

native to France, Australia and Switzerland. The Cornell leaflet, it is understood, will soon be issued giving a description and illustration of the flower. It is probable that seeds of the flower were brought to this country on hides shipped to the glue factory at Gowanda. These hides were spread out to dry in an adjacent field, and it was not difficult to believe that the seeds were given their start in this way.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

In England Dorothy Perkins, Minnehaha and some other American roses make a fine showing in August, I wish that were true here. Rambler roses in bloom through August and into September would be a wonderful acquisition, and no doubt they will come. Mr. Thomas has been working for some time in that direction. Dorothy Perkins is naturally rather a late bloomer, however, and very persistent, so that it is one of the best where a late season of flowering is described. Lady Gay is very much like it. In fact, even rosarians are often unable to distinguish between them, but it seems to lose its flowers a little earlier. The English growers are fond of Minnehaha, which was given to the world by Mr. Walsh, of Woods Hole, in 1905.

They like its large, open bunches of flowers, and find it well adapted to arches or pergolas. As one writer describes it: "The pendent flowers when one looks up produce a diaphonous effect which is sometimes very pleasing." Babette is another Walsh production which is seen very often in America and yet is popular in England.

According to a recent number of the Kew Bulletin a specimen of heather (*Calluna vulgaris*) has been reported to the editor, which bears both purple and white inflorescences on the same plant. It is not uncommon for cases of albinism to appear in many species, but it is more rare for a single plant to produce both albino and nor-

mal flowers. It would be interesting to learn if any of the gardeners in this country who are growing heather have noticed any instances of this sort. It wouldn't be strange if they appeared here.

The editor of the American Botanist shows that such cases are known in other families. He cites the fact that a cross between the purple flowered alfalfa, *Medicago sativa* and the yellow flowered *Medicago falcata* results in individuals that may bear yellowish white, deep yellow, lilac and greenish violet flowers.

The English papers continue to make many valuable comments on the Allwoodi carnation which was originated on a famous nursery across the water several years ago. This plant has been introduced into the United States, although so far it is very rare in gardens. I am fortunate to have several varieties, and though they have not become very well established as



Forced Darwin Tulips

yet, they bloomed fairly well during the past summer. It remains as yet to learn how well they will endure the winter. If they go through safely, I believe that this will be a really valuable addition to our border plants. It flowers all through the summer, and I cut a well developed blossom the 5th day of November.

It seems to me that the fulsome praise bestowed upon the plant by English writers is not wholly justified, but perhaps I have not seen the flowers at their best as yet. The Allwoodi carnation is really a cross between the carnation and the garden pink. It is not very double, but fairly large in size, and fragrant. I have been wondering if the plant would not flower freely in the house during the winter, perhaps adding to our rather abbreviated list of really good house plants. I am tempted to try the experiment this season myself.

The English gardeners make much more use of carnations in their borders than the gardeners in this country. They have just added a new white clove carnation to their list. Its delightful perfumes as well as its chaste beauty is making it popular.

It is interesting to learn the value placed on Luther Burbank's accomplishments by writers abroad, about which accomplishments there are many differences of opinion among horticulturists in this country. A correspondent in Gardening Illustrated says: "We have heard a great deal of Mr. Luther Burbank's creations in lilies, as in other things, but as far as my experience goes they are not likely to take high rank. Those first sent to England were a mixed lot. Crosses between L. Parryi and L. pardalinum are often made, but they do not seem likely to occupy a permanent place in our gardens."

The writer then goes on to tell of lily crosses which have proved worthwhile. He speaks of the Nankeen lily, *Lilium testacum*, also known, I believe, as *Lilium excelsum*. Now the exact origin of this lily is really unknown, but probably it is pretty safe to say that the parents were the Madonna lily and the scarlet Turks Cap, although it grows taller than either of these lilies, a well established plant often becoming six feet or more high. There are parts of America in which this lily can be grown satisfactorily.

This past summer I had the pleasure of flowering *Lilium Wilmottii*, which is being put out by Mr. Horsford, of Charlotte, Vt. It isn't as im-

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"Nyesmith, Boston"

pressive a flower as I had expected, but I think that in a group its bell-like flowers would create a very pretty effect. It would seem to be an excellent plant for forcing. I am sure it would make a charming greenhouse subject. I wonder if the time isn't coming when the lily will receive as much attention as some of the other flowers, like the peony, the gladiolus and the dahlia. The field is a large one, and the members of the lily society will certainly have a most enjoyable experience in growing the many species and varieties offered, and learning more about the habits and cultural requirements of the lesser known kinds.

I am glad to learn that Ibolium privet is being widely distributed, and likely to become very well known in a few years. From what I have seen of this plant, it justifies all that has been claimed for it. A hybrid of *L. ovalifolium* and *Ibota*, it is a handsome plant, and apparently able to withstand the severest winters without harm. Certainly last winter was as cold as we are likely to experience, and Ibolium privet went through it at the Arnold Arboretum and in other places in splendid shape.

It seems pretty certain that Ibolium will prove as hardy as *Ibota*, which gives it a wide range of usefulness. Its sturdy growth impresses all who see it, and I like the bushy way in which it grows, filling up splendidly at the bottom, something which is most acceptable in a hedge plant. It can be made into a compact impenetrable hedge, or given a formal touch. At the same time it looks well when allowed to grow naturally, for then it becomes a tall, graceful shrub, producing lilac-like blooms in profuse clusters and following the flowers come decorative fruits.

Some people seem to think that Ibolium privet is designed wholly for use as a hedge plant, but while its adaptability for hedges and its hardy character make it an excellent substitute for California privet, yet its value as a specimen plant is not to be overlooked. At least this is the opinion of it which I have formed.

It occasionally happens that the roving gardener rambles onto the wrong road. That was the case a few weeks ago when he spoke of a garden where the Regal lily was growing freely, and used as an illustration a very handsome picture of a garden which was described as a part of the Bayard Thayer estate at Lancaster. Now while the Regal lily makes a splendid show on the Thayer place, as the roving

gardener can testify, this particular picture was made not there, but at the equally fine gardens of H. T. Hayward at Franklin. The Regal lily is a feature of this garden, which is one of the best known in Massachusetts, and is kept in splendid condition under the direction of Mr. Frank Anderson, the superintendent.

GARDENS OF OTHER DAYS

And Some Suggestions for Gardens of the Present Day

At a recent meeting of the famous Park Garden Club of Flushing, L. I., Mrs. Henry V. Condict gave a most interesting talk about gardens old and new. Among other things, she said:

"There are two types of gardens—the formal garden and the naturalistic garden," said Mrs. Condict. "As far back as 4000 B. C. an Egyptian nobleman had his formal garden depicted upon the tomb. Babylon's famous hanging gardens must have been along these lines. Ancient Greek and Roman gardens were also of the formal type. Pliny the Elder, in his writings 2000 years ago gives minute descriptions of his villas and gardens.

"In Pompeii we can see the formal garden in the central court of one of the restored houses. In ancient days gardens were used as living rooms. After the fall of Rome gardening slumbered for centuries. With the awakening of artistic activities which we call the Renaissance, the classic garden was again restored.

"The Italian gardens in the days of Lorenzo di Medici is considered the highest type of its art. Later France and England copied this style. The colonial garden is a modification of the formal type. The early settlers brought their love of flowers with them. The flowers most used by them were the hardy perennials and self-sowing annuals.

"The naturalistic garden is the one most popular today. Flowers for cutting and also for effect, if carefully chosen, will produce bright color in beds and borders all through the season. In planning the garden great imagination must be used—select, adapt, adjust and harmonize. Do not copy, but endeavor to bring out original ideals. Do not attempt too much. Study your place as a whole, the house, the lawn and the garden.

"Every plot of ground is much like the human face, it has some individuality which is better emphasized or obliterated. For a succession of bloom study the plant families. Bulbs can be in continuous bloom for two months by planting crocuses, scilla, hyacinth, early bedding tulips, cot-

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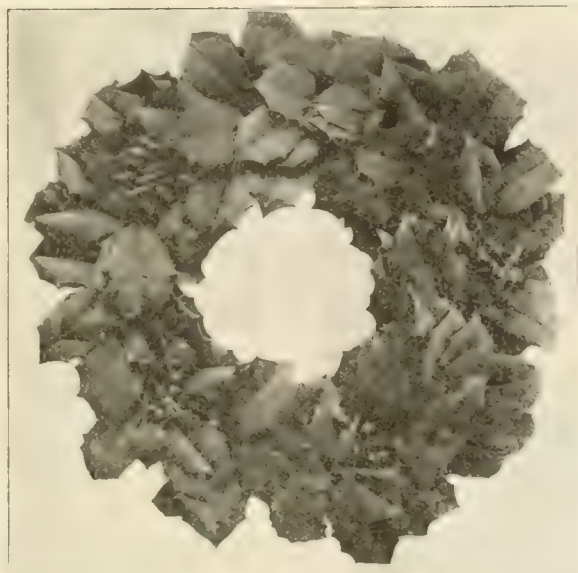
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tage, Darwin and Breeder tulips. The same hold true with the phlox, which will bloom for five months with careful selection. The iris, roses, lilies and peonies also furnish foundation for continuous garden bloom. Most of the nurserymen's catalogues furnish successive information.

"We choose stocks, snapdragon, sweet alyssum, pansies, candytuft and mignonette because they will continue to bloom after a light frost. Chrysanthemums we need to make the garden gay long after the heavy frost has killed every other flower." Mrs. Condict exhibited numerous views of her garden which with careful planning is a mass of bloom from early spring until the snow flies.

Michell's Christmas Greens



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GREEN LUMP. Extra fine. Peck, 40c.; \$1.25 per bu.;

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SPHAGNUM (Dry). Clean and selected. Per bbl. bale,

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Extra Selected Quality

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Our stock of this is made by hand and will not pull apart easily. If you want the best Laurel you've ever had, place your order with us now.

This is put up in coils of 25 yards and not less than that quantity can be supplied.

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Prices on Christmas Greens are subject to change and will be quoted on application.

NASSAU COUNTY SOCIETY

The regular monthly meeting of the Nassau County (New York) Horticultural Society was held on Nov. 10th. President Thomas Twigg occupied the chair and William Allen was elected to active membership. Two petitions for active membership were received. There were some very fine blooms of chrysanthemums on exhibition and the Peter Smith special for assistant gardeners brought out much competition. The judges awarded first for three pink chrysanthemums to James McCarthy; first for three yellow chrysanthemums to James McCarthy; first for three white chrysanthemums to James McCarthy. Arnold Gatticar won first honors for table decoration; Henry Michelson second and Gorman Bruce third. John Forbes, Wm. Churchill and Joseph Robinson did the judging.

The treasurer, Mr. E. J. Brown gave an interesting talk about his trip and horticultural conditions across the pond. A smoker will be held after the next meeting. A hearty vote of thanks was given to Mayor Burns and the city council for opening the Chrysanthemum Show. The annual meeting will be held on December 8.

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Harlan P. Kelsey, the well-known nurseryman of Salem, Mass., has been elected chairman of the newly organized New England Conference for the protection of National Parks. Frederick Law Olmsted of Brookline, Mass., the landscape architect, is secretary-treasurer of the organization. It is the hope of the conference to secure the amendment of the Federal Water Power act so as to eliminate the

National Parks and monuments from its provisions, and to defeat the bills now pending in Congress which are designed to give private water rights in Yellowstone Park.

The Society of Ornamental Horticulturists of Denver, Colo., has been compelled to cancel its flower show, owing to its inability to procure the auditorium in which these shows are usually held.

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PERESKIA ACULEATA

Genus of the Cactus Family Make Good Greenhouse Climbers

Pereskia aculeata, its variety *Godseffiana*, and *P. Bleo* may be recommended as greenhouse climbers, growing luxuriantly and producing an abundance of flowers despite low temperature and drought, says a recent bulletin of the Missouri Botanical Garden. These climbers are indigenous to South America, in regions subject to dry seasons. The plants of this genus are rarely regarded as true cacti in view of their foliage characteristics which resemble the ordinary type of climbers. Upon handling, however, their cactus habit is soon discovered through the spines which are arranged along the various nodes at the base of the leaves. In the young growth they are short, rigid, bicornute and green. In the woody branches they are arranged in clusters upon a cushion of downy pubescence and are dark brown in color. In *Pereskia Bleo* the spines are more prominent, being fully two inches in length. This plant is a much stronger grower than *P. aculeata* and produces larger leaves and branches. The flowers are mauve-pink and at a distance may be mistaken for those of the common briar. The spines of this and other cacti have been tried as a substitute for steel needles for phonograph machines but have proven too brittle.

Pereskia aculeata is a common species in cactus collections, being used as stock on which to graft various other cacti. The favorite Easter cactus, *Epiphyllum truncatum*, is grafted upon the strong-rooting *Pereskia* stock to influence the growth and

a greater production of flowers. Well-ripened wood in lengths varying from six to ten inches is selected for the grafting stock. These hardwood cuttings will root readily in sand in the ordinary propagating bench, or if the operation is tried in the home, by placing a glass covering over the pot. The old spines are used to secure the detached Easter cactus to the stock of *Pereskia*. *P. aculeata*, from the standpoint of a climber, is very satisfactory, perhaps the only objection being its deciduous habit during the winter. This, however, is counterbalanced by its ornamental as well as edible fruit. When ripe it resembles the gooseberry and is used for making jelly and drinks.

The branches are of a woody texture when mature, bearing clusters of spines about an inch long. The young shoots have but two short, horn-like

Green Wreaths Ribbons, Supplies for Christmas

Our illustration shows a wreath made of *Magnolia* leaves, trimmed with red boxwood, thistle heads and pine cones. The materials for making these wreaths are quoted in our eight page Christmas List. Send for a copy. Be up-to-date on all the latest good things for the Christmas trade.



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spines which are slightly curved and of a dark green color. The flowers are pale yellow, about an inch in diameter, and hang in long festoons five to six feet in length. The large specimen in the succulent house at the Garden is so fragrant that its perfume penetrates into the economic house. This plant has frequently been called the climbing orange blossom.

The variety *Godseffiana* possesses leaves colored crimson, yellow, and green upon the upper surface. When first introduced at the Garden it was planted in the experimental plot with a view of using it as a bedding plant in this section of the country. Experience showed, however, that its foliage turned to a greenish yellow, becoming deciduous in the fall. When grown in a greenhouse with combined heat and moisture its tricolors are very prominent.

\$6,000 FOR APRIL SHOW**Plans of Massachusetts Horticultural Society—Lectures at Each Exhibit**

Albert C. Burrage is now president of the Massachusetts Horticultural Society, having been elected at the annual meeting at Horticultural Hall. Mr. Burrage, who has won wide fame in the horticultural world by his exhibits of orchids throughout the past year, is a powerful executive, an excellent speaker, and thoroughly interested in horticultural matters. The Society should prosper under his direction. The other officers elected are as follows: Vice-president, Thomas Allen; trustees for three years, William C. Endicott, Walter Hunnewell, Thomas Roland and Mrs. Bayard Thayer; nominating committee, Oakes Ames, George E. Barnard, Wilton B. Fay, Duncan Finlayson and Thomas Roland.

The trustees have voted to appropriate \$6,000 for the April Rose Show. If all plans are carried out as formed, this will be one of the most notable shows ever held in the country. The American Rose Society has agreed to co-operate in making the show an unequalled success, and no doubt the large money prizes will prove a stimulus in bringing to Horticultural Hall some of the finest rose exhibits ever staged there. During the year there will be four shows besides the April show. Doubtless there will be regret in some quarters at this small number, because many people feel that it is better to have numerous small shows which will arouse the interest of the amateur. All the shows to be held should be exceptionally good, however, and the American Peony Society, as well as the Massachusetts Gladiolus Society will help in making them a success.

Attention should be called to one important innovation to be featured at the shows the coming year. Miss Marian Roby Case, who has taken a keen interest in the exhibits for several years, has contributed a thousand dollars to be used for lectures. These lectures will be given in connection with each show, the speaker being an authority on whatever flowers are featured at each exhibit. He will give a talk at a specified hour, and possibly will also act as docent in the exhibition hall at other times during the day. It is believed that this feature will add greatly to the popularity of the shows, and help to increase the attendance. Certainly it will be appreciated by flower lovers and those who are growing flowers. Of course these lectures will not conflict in any way with the regular series to be held during the winter, and it is quite prob-

able that the plan followed last year of having a single speaker give a course of talks will be followed again this season.

FOREST TREES

Today I have been walking through the woods at Hillcrest seeing all their beautiful colors, the reds and tanny browns of the oaks. The yellow of the great sycamore by the brook, the plum of the ashes, the golden glory of the tulip tree, all set off by the dark dense green of the red cedar. Above all rose the forest of the stately white pines.

As I went among these trees I thought of how they resembled people. No tree being quite true to type, but each having its own idiosyncrasy. Most of their marks came from the way they were forced to grow as children in the forest, some were bent this way, some that. Few trees were growing straight up in the air with their full equipment of branches.

Then came the thought of how much more beautiful our forests are with their great variety of trees, than are the planted woods of Europe. The natural growth of our forests show the delight of the trees to grow as a Californian from San Diego once said of our wild flowers, "At home we can plant flowers and make them grow, but

in the woods of New England they spring up from the very joy of existence."

The woods of Hillcrest are surely rich with the native flora from the violets and moccasin flowers in the spring to the pyrola and loosestrife in the summer, and now we are encouraging the perennial asters.

M. R. CASE,
Hillcrest Gardens.
Weston, October 24.

GENERAL NEWS NOTES

J. Olesky has opened a new flower store on Warren street, in Glens Falls, N. Y.

Jack Trepel has established another flower shop at the corner of Flatbush avenue and Lenox road, Brooklyn, N. Y. Mr. Trepel now has a remarkable chain of flower stores, the new one being the ninth controlled by him in Brooklyn and Queens.

Geo. B. Thomas, who recently passed away in West Chester, Pa., at the age of 83 years, was long a member of Hoopes, Bro. & Thomas, the well known nursery concern in West Chester. Mr. Thomas had many friends in the trade who will be pained to hear of his passing.

Stearns Cypress Greenhouses



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WATERING ORCHIDS

Watering, always an important detail in Orchid culture, must be carried out with care and discretion, and the condition of each plant studied before applying water, says the Gardeners' Chronicle. Plants producing their flower spikes must not suffer from drought, and the same remark applies to those that are growing and rooting freely, but any that have completed their season's growth should be afforded only sufficient moisture to maintain the pseudo-bulbs in a plump, rigid condition. With the bulk of the repotting completed, an opportunity occurs to do any necessary cleansing of the houses, and to ascertain if any of the plants are infested with scale insects. In districts near large manufacturing towns, the glass on the outside needs washing two or three times during the winter. When this work has been done a start may be made inside, for dirty glass excludes light which is essential to plant life during the dull months of the year.

MISINTERPRETATION

Wabash, Ind.—C. E. Dittmer, editor of a local newspaper was hurrying to his office when he glanced at the window of a local flower shop and saw the sign, "Say It With Flowers."

"Great," he thought to himself and rushed into the building.

"Send some flowers up to my house," he told the florist.

"How about a nice spray?" the florist asked.

"Good, send it right up," the editor said.

When the work of the day was over the editor hurried home to celebrate his wedding anniversary. His wife glared at him.

"It may be a joke, but I do not appreciate it," she said.

The editor was puzzled. He had not tried to be funny. Then he looked around for the joke and found it. It was a "nice spray," bound with a black ribbon to which was attached a black rimmed mourning card. The florist had misunderstood the occasion.

Wrap the Pipes

It's economy to have all the main and return pipes wrapped with asbestos. When such pipes are left uncovered there is much waste of heat. The drums in the boilers should also be covered, and it is well to have the asbestos reinforced by wire netting so that it will not fall off. Mix the asbestos about as thick as mortar, and slap on the first few patches with considerable force. The more successful you are in stopping leaks of all kinds the better off you will be financially when spring comes.



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Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

It seems that there are rivals for the name **Presidential** of Harding among the orchids. At the Boston show one of Mr. Burrage's new orchids **orchids** was named the "President Harding," as has already been announced. Then at the Chrysanthemum show of the Pennsylvania Horticultural Society another orchid was named in honor of the president elect, although the name was given in a little different way, being the "Warren Harding" orchid. The "Warren Harding" is a cross between the Percipalina and Heliosa orchids. It came from the estate of Mrs. Fitz Eugene Dixon. An interesting feature of the show was the christening of the new orchid, which was placed on a stand over which hung a large silk American flag. The platform itself was covered with green moss, making a very pretty effect. After a few words of introduction, Mrs. Thomas Robins dipped her fingers in a small marble urn and sprinkled a few drops of water on the flower. It is pleasant indeed to have some unique feature like this introduced at the shows. In that way the monotony and precision of the exhibition is broken up, and a popular flavor given which is a help in attracting people who are interested only superficially in flowers but perhaps have the opportunity and the capacity to become real flower enthusiasts.

In the preliminary report of the executive **Quarantine** committee appointed at the conference of the horticultural and other societies in New York last June, a general survey of the **report** whole situation is made. Then comes some recommendations which are worth consideration. This report is signed by J. Horace McFarland, T. A. Havemeyer, Albert C. Burrage, James Boyd, Frederic Crane, Mrs. Francis King, Dr. George T. Moore, Frederic R. Newbold, Mrs. Percy Turnure, E. C. Vick, and John C. Wister.

It is pointed out by these distinguished horticulturists that various appeals by individuals and associations for

the modification of many apparent iniquities in the ruling of the Federal Horticultural Board have proved unavailing, and that as a result the beneficent research work of the Missouri Botanical Garden, the Arnold Arboretum, and other institutions has been stopped or disastrously checked. It is for that reason that the conference was called in New York, bringing together representatives of forty-five societies, including virtually all the amateur and scientific associations interested in promoting the study and use of ornamental and economic plants. It is also pointed out that the meeting favored adequate and reasonable quarantine, objecting only to inequitable regulations which amounted to the practical imposition of an embargo. The committee calls attention to the fact that Europe and Asia have furnished this country with many beautiful, rare and valuable plants, but that under the present quarantine they are nearly all barred. This seems in line with a report of the Bureau of Plant Industry submitted in 1918, which contained these significant words:

"The time seems to be at hand for the inauguration of a policy that would gradually result in the exclusion of all foreign nursery and florist stock." Such a policy is of course opposed by great numbers of people. The report of the executive committee mentioned expresses the confident belief that well equipped and carefully administered quarantine stations should be established at a certain number of ports of entry, such as San Francisco, Seattle, New York, New Orleans and Boston. Certainly it is no reflection on government officials to propose assistance for them in the gaining of information which must be gathered slowly to show the facts and effects concerning this plant quarantine, and the report makes this fact plain. The executive committee, therefore, proposes that a capable investigator be sent wherever it may be necessary to gain the required information, interview individuals, and in other ways gather the facts which can be adequately presented to the federal authorities.

Of course some funds are required to carry on the work, and subscriptions are being placed with the treasurer of the committee, T. A. Havemeyer, 50 Broad street, New York City. The membership of the committee itself is sufficient guarantee that the funds will be expended carefully and intelligently, and it is promised that none of the money will be used for lobbying or the obtaining of influence.

This whole question is one of tremendous importance to all horticultural interests of the country, and it is to be hoped that they will co-operate so far as lies in their power. The members of the committee are very glad to have any communications, whether suggestions or information, and they can be sent to best advantage to the secretary and attorney, Mr. Herbert W. Schlaffhorst, care of Massachusetts Horticultural Society, Boston, Mass.

We recently saw an excellent illustration of what happens when plants **Damaged Orchids** imported from abroad go through the course now prescribed by the Federal Horticultural Board. A collection of rare orchids had been ordered for propagating purposes. No great difficulty was experienced in getting a permit to bring in the plants, but they were sent to Washington and when they reached their destination in a New England city they were in such a condition as to almost bring tears to the eyes of the man who had spent several thousand dollars for them. Most of them will live, to be sure, but it will take two or three years to get them normal again, and the work which it was planned to do with them will be put back that length of time.



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ROSES ALONG THE ROAD

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From Buffalo to New York

Members of the leading horticultural societies and floral clubs in New York state are interested in plans to plant rose bushes along the state highway from New York to Buffalo. The subject was discussed at the meeting of the State Federation of Horticultural Societies and Floral Clubs held at Syracuse during the week of the state fair. At that meeting it was decided to make a beginning by planting rose bushes along the state road from Syracuse to Auburn.

This work will be undertaken by the Syracuse Rose society a member of the State Federation, the Auburn Rose society and the newly organized Skaneateles Flower club. It is hoped also to get the co-operation of the Chamber of Commerce of Syracuse and Auburn, the Finger Lakes association, the department of floriculture of Cornell University, the farm and home bureaus Pomona and subordinate granges of Onondaga and Cayuga counties.

Those named on the committee to enter upon the work are: Dr. Earl A. Bates, Syracuse, chairman; Charles H. Vick, Rochester; Frederick A. Danker, Albany; W. A. Adams, Buffalo; Werner Bultman, Syracuse; W. J. Cowee, Berlin, Rensselaer county, and Anton Schultheis, College Point.

Much of the land along the state highway between the fences and the road can, it is believed, be planted with roses. In many cases the fences themselves will afford suitable support for the bushes. The riot of color which such a scheme would produce will, it is believed, make a lasting impression upon automobilists and other tourists.



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George Watson's Corner

"You in your small corner and me in mine."

There were no unusual features in the Fall Show of the Pennsylvania Horticultural Society except some fine new roses and an unusually fine showing of orchids. The Autumn Queen was of course there in all her glory and she made a brave showing all things considered. The country gentlemen all around Philadelphia have to a large extent shut up their conservatories for reasons of war economy and the number of exhibitors were therefore fewer than in pre-war days. This of course was well understood before the Society decided on a resumption of its big fall exhibition—famous the country over for thirty years, or to be exact, from 1886 to 1917. But after three years of no show at all in the city it was decided to do the best they could and resume as there was a keen public demand in that direction. The result has been unexpectedly good and the officers of the Society, the exhibitors and all concerned deserve great credit. Press reports and full details have already been published and fully digested so it is unnecessary to repeat these now except perhaps our personal opinion of some of the novelties. This can be reserved for the future when space and opportunity offers.

Isabella L., younger sister of the late Abram L. Pennock, one of the pioneer florists of Philadelphia, passed away at Lansdowne on the 16th inst., aged 91. The funeral services took place at her late home on West Essex avenue on the 19th and were attended by a wide circle of friends and relatives.

Edward Towill has a cross between the two well known and popular roses Milady and Hadley, which looks like a good one. The color is dark crimson very glowing in size, large and full like Columbia in size of flower and length of stem, a vigorous fine big crimson rose apparently perfect in all the essential qualities of a good commercial variety. The second or third day the blooms lose their sheen in color a bit after the manner of American Beauty.

Robert Scott & Son made a good showing of their new rose, Mrs.

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and all Seasonable Varieties of Cut Flowers

Prentis Nicholl, a dark pink, large flower, full and well formed, strong stem and excellent foliage.

Mr. A. Currey of Portland, Oregon, one of the American Rose Society enthusiasts, gave an interesting lecture on Rose Production on the Pacific Coast at a meeting and dinner of the Rotary Club in Philadelphia on the 17th inst. He gave a very interesting talk and illustrated the process of originating new varieties from specimens furnished him by S. S. Pennock.

A fine new yellow chrysanthemum was on view at the Pennock market recently. It is named Mrs. William Kessler, and is a yellow sport of Early Frost, with the same habit, and if planted early, say middle of May, will be ready to cut by September 15th. This variety originated in 1917 with J. Hauck, Bloomfield, N. J. and is a good acquisition among the early varieties. Mr. Hauck says it does best if pinched from the second crown bud.

Martin Gannon has decided to go into the wholesale cut flower business on his own account. His location will be on South Mole street on the west side near Market. This location seems a wise selection. There are already three other establishments there—Baker, Meehan, and Heacock—and it is easily reached being close to Broad street Station.

Our old friend Adam Graham of Cleveland writes that he has changed his mind about going to Florida this winter. To please his daughters he has decided to make it South America instead. He will leave Cleveland in January.

Howard M. Earl of the Jerome B. Rice Co., sailed on the S. S. Lapland from New York, October 30.

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10	20 in.	\$4.95	\$54.45	\$412.50
20	18 in.	3.65	39.60	322.30
30	16 in.	2.60	28.60	220.00
40	14 in.	2.10	23.65	187.00
50	12 in.	1.45	16.50	126.50
60	10 in.	1.00	10.90	85.25
70	8 in.	.85	8.80	67.10

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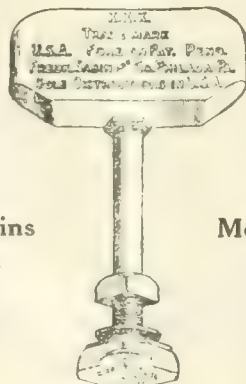
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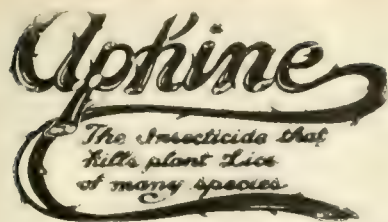
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In Novelties and Standard Kinds.
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Fragrant Peony Dahlia Mrs. Frederick Grinnell, \$10.00 per clump. Cash with order. **JOHN P. ROONEY**, New Bedford, Mass.

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Choice Gladioli All Sizes and Bulblets.

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Name	Color	Per 100
Brooklyn	mauve purple	\$4.00
Elizabeth	pale lavender	4.00
Herant	best lavender-blue	4.00
Honorabills	popular yellow	2.00
Khedive	lavender, orange beard	4.00
Pallida Speciosa	dark lavender	3.00
Panchurea	smokey shade	3.00
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San Souci	canary and brown	2.00
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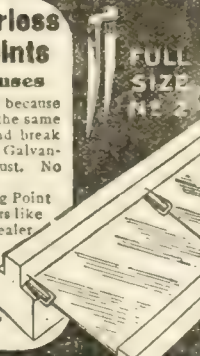
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A glimpse of Glen Curtiss's L-shaped house at Garden City, N. Y.

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The gutter and stop is cast iron, not wood

Isn't it so, that if you look after the pennies, the dollars will look after themselves?

Seemingly, then, it's the little things that count big.

This is exactly the way we look at greenhouse construction.

Furthermore, we have been accused of being too fussy about the little things.

That is to say, those who don't build their houses the careful way we do, have said as much.

For which saying we are indeed greatly indebted to them. It's about as complimentary a thing as they could say.

Next time you are in a Hitchings house, give it a searching look over, and see if you don't see care and attention evidenced **everywhere**.

See if every little detail has not been thought out and then carried out with exactness.

Look critically at all joints.

Look at the painting.

Look at the gutter leader pipe.

Scratch off a little of the paint and prove to yourself it is **copper** and not tin.

Now go outside and look at the gutter and its end stop. Notice first that it's not wood, but iron like the rest of the gutter; which you'll agree is exactly as it should be.

Now also notice that instead of stopping off short, how it extends over on the gable, giving a fine, finished effect.

Step inside again and scrape a little of the paint off the pipe leading from the gutter. You will find it is not tin or sheet iron, but **copper**.

If you, too, feel as we do, that it's the little things that count, then we would like to build for you.

You know we go anywhere for business, or to talk business.

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294 Washington Street

HORTICULTURE

Vol. XXXII

DECEMBER 9, 1920

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BOTANICAL
GARDEN

No. 20

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Clear, golden yellow. Seedling from Mrs. C. W. Ward and Crystal White. Easy to grow. Resembles Matchless in size and form. Truly a wonderful yellow variety.

\$15 per 100, \$120 per 1,000

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Clear white sport from Pink Delight. An improvement over its parent in all but color. It POSITIVELY is more vigorous in growth than Pink Delight.

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Seedling from Mrs. C. W. Ward and Good Cheer. Similar in color to Good Cheer. Of very free and easy growth. Promises to be a profitable cerise pink.

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We wish to call particular attention to our fine stock of Ferns which we are offering at this time. We can give you extra value in all of the sizes, and would recommend that orders be placed at once before cold weather sets in. There is no danger now of frosts, and later on ahead of the holidays, there is always a risk in shipments being delayed and plants damaged, whereas if you have your order shipped this month, they will go through promptly and you will have them on hand when you want them for your holiday trade, besides we can give you exceptionally good value for shipments now.

NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy, Jr. 2 1/4 inch pots, \$3.00 per dozen, \$20.00 per 100; 3 1/2 inch pots, 50c each; 6 inch, \$1.00 each; large specimens, 8-inch, \$3.00 each.

NEPHROLEPIS elegantissima compacta. 3 1/2 inch pots, 50c each; 6-inch, \$1.00 each; large specimens, 8-inch, \$2.00 to \$3.00 each; 12-inch, \$6.00 to \$7.50 each.

NEPHROLEPIS Muscosa. 3 1/2 inch pots, 50c each; 5 inch \$1.00 each.

NEPHROLEPIS Superbissima. 12-inch pots, \$6.00 each.

NEPHROLEPIS Dwarf Boston. 6-inch pots, \$1.00 each; 8-inch, \$2.00 each.

Packing added extra at cost.

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Are all pot grown and are in good, shipped without pots:—

BOSTONS and SCOTTII:—

4 inch	\$3.60 per doz.	\$25.00 per 100
5 inch	5.40 per doz.	40.00 per 100
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HOLLY FERNS, Cyrtotonun Rockfordianum:—

4 inch	\$3.60 per doz.	5 inch \$6.00 per doz.
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BIRDS NEST—5 inch \$1.00 each

TABLE FERNS, assorted—3 inch \$6.00 per 100

COLEUS, Brillancy—3 inch \$4.00 per 100

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Lantanas; Heliotrope; White Swanson; Coleus; Moonvines; Salvia; Parlor Ivy; Achyranthus; Ageratum.
3 inch \$3.75 per 100

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Catalogue upon Application

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BOSTON, MASS.

MR. WILLIAM H. LUTTON

The many horticultural friends of Mr. William H. Lutton, founder of the present William H. Lutton Company, will be grieved to learn of his death on Tuesday, November 23rd, at his home at Ridgewood, N. J., as the result of an automobile accident early in November.

Mr. Lutton was born in Brooklyn, N. Y., forty-four years ago. He received his early training in greenhouse heating under the late Samuel Burns of Thomas W. Weathered & Sons Co., and in 1900 went into the greenhouse business for himself, incorporating in 1914 and serving until recently as president and general manager.

Mr. Lutton was an indefatigable worker, always on the alert for new ideas and improvements and because of his sterling qualities, progressiveness and thorough knowledge of his business, enjoyed an enviable reputation as one of the foremost authorities on the construction and heating of greenhouses.

Mr. Lutton is survived by his wife and daughter, his mother and six brothers and sisters. His many friends will learn with sorrow that during the past twelve months his family has been swept heavily by the tide of misfortune, he being the third to pass away, two daughters having gone before. All who knew him join in extending to his wife and family their deepest sympathy in the loss of so brilliant a member.

BOSTON

Thomas Roland, president of the S. A. F., and Past President Patrick Welch, have gone to Cleveland to attend committee meetings of the National Flower Show Commission. Henry Penn and Major O'Keefe have also been in Cleveland in connection with the publicity campaign of the S. A. F.

In order to have additional room Henry M. Robinson & Co. have rented a large amount of additional space on Otis street opposite their present establishment. This will give them a large amount of extra room for the holiday business, which already is very brisk.

Evidently William H. Elliott's long stay on the Pacific coast has done him much good, for he appears to be in splendid physical trim since his return. Mr. Elliott reports a very happy time in the west, and says that he enjoyed the many long tramps which he took through the California country.

At the meeting of the Boston Florists' Association Tuesday night William Elliot talked on his recent extended western trip.

HYACINTHS

Top roots only, named sorts.

CROCUS

Mixed and named sorts.

TULIPS

Fine named Single Early, such as BELLE ALLIANCE, CHRYSOLORA, L'IMMACULEE, WHITE HAWK, etc.

DARWINS'

Named sorts.

NARCISSUS

A few named sorts, Single and Double.

Send at once before we are sold out, list of varieties and quantities wanted for SPECIAL LOW PRICES.

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53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

Cyclamen Giganteum Seeds

Kelway's Perfect Model, a pedigree strain. All new Crop Seed available for immediate delivery.

	Per 1000	Per oz.
Salmon King.....	\$6.50	\$19.00
Crimson	5.00	15.00
Salmon	6.50	19.00
Charming Bride	5.50	15.50
Mixed	4.40	13.50
Dark Crimson	6.50	19.00
Rose	5.00	15.00
White with Eye.....	5.00	15.00
Pure White	5.00	15.00

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GLADIOLUS, CANNAS, CALA- DIUMS, TUBEROSES, GLOX- INIAS, BEGONIAS and all Spring Bulbs

Write for prices

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172 N. Wabash Ave., Chicago, Ill.

A Card This Size

Cost only \$1.05 per Week
on Yearly Order

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HORTICULTURE

Entered as second class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXII

DECEMBER 9, 1920

No. 20

THE TALK OF THE TRADE

Since the day of the yellow Carnation Eldorado, there has not been a really satisfactory yellow variety given to the trade. Several men have tried, but they could not measure up to what the grower had a right to expect; however we are reasonably safe to predict that the variety Maine Sunshine is going to make good in every way as a satisfactory commercial variety.

Unlike Eldorado, it is clear yellow; it is not striped or variegated, and has a depth of color sufficient to show it up under artificial light. As to character of growth, it is very good. Coming from a cross of Mrs. C. W. Ward and Crystal White, it carries constitution and clean habits that are especially satisfactory. It is of good size and good form; in fact, it resembles Matchless very much in both respects. And we mustn't forget that it has keeping qualities which are hard to beat. It won the Kerr special prize for the best keeping variety at the American Carnation Society meeting at Chicago in January, 1920, and this is quite remarkable when we take into consideration the long distance shipment.

Maine Sunshine also won the Dorner gold metal for the best new variety at the Carnation meeting in January, 1920. As a yellow carnation, it is being welcomed particularly by the private trade, but the commercial growers as well are taking it up and advance orders show that there will be heavy plantings this coming season.

One item of sales I heard about the other day shows how quickly a new firm can get a foothold. I was reminded of this by learning that ninety thousand violets were disposed of by Coombs, the Florist, in their new store in New Haven, Ct., a week ago Saturday. When we stop to think, that is a big quantity. Their well-appointed store started right out with a rush, and the business they are doing must certainly be gratifying.

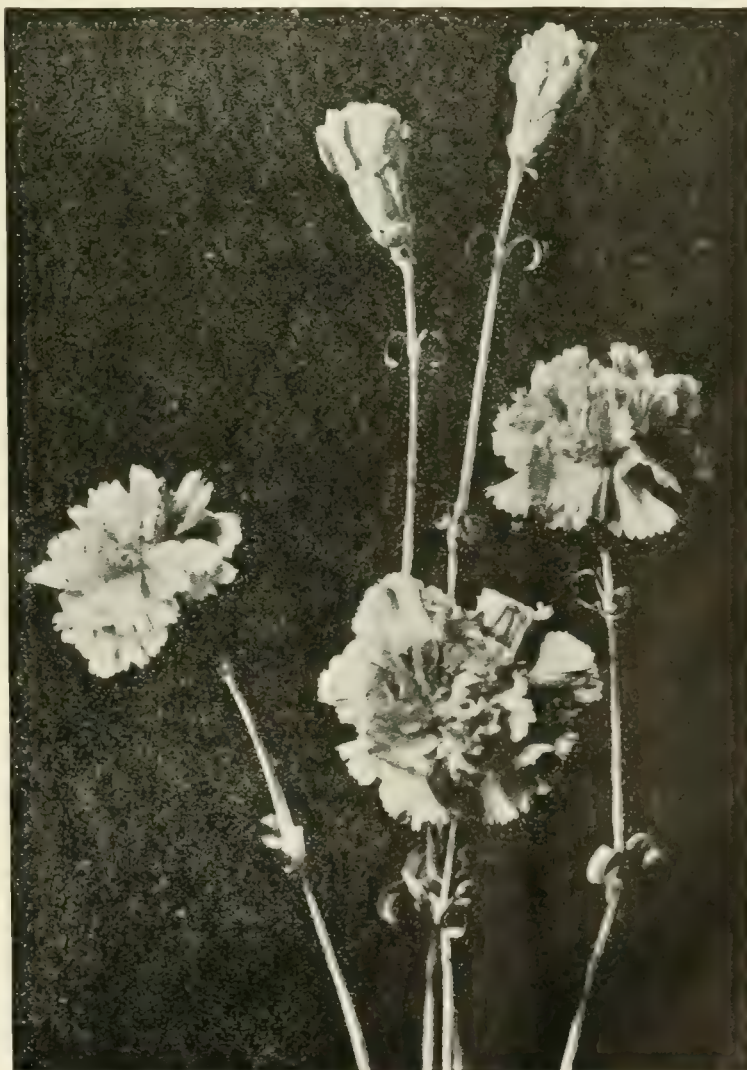
I was surprised to find such a well-finished lot of Christmas plants at the Breck-Robinson Company greenhouses at Lexington. One who is not pretty well informed would not be apt to look

for Christmas pot plants at this range, but their grower, Stephen Donnellan, is a pot plant grower from the word go. He has in the houses now a fine lot of Begonias Cinninatti, Peterson and Melior, exceptionally well grown; ferns in 5 and 6 inch pots of Cleveland Cherries, besides a miscellaneous stock, all in good condition

I notice that at the recent convention of the Tennessee State Florists' Association at Memphis, Mr. W. H. Englehart, of Memphis, who was talking on publicity, emphasized the value of an attractive store front. He spoke of having plants and trees on the sidewalk, which made a public appeal be-

cause when passersby have once seen the green plants and trees outside the store, they always associate them with that particular establishment. Then when they see an advertisement of the store, they link the two together. I think there is much food for thought in this plan. Of course much depends upon the location. It cannot always be done. William O'Brien, of Boston, has done much to make his Beacon street store remain in the memory of the passersby by using plants all along the front of the building. He has an excellent opportunity for this sort of display, and has made the best of it, with distinct advantage to himself and his business.

Another important address at the Tennessee convention was made by Ira



New Carnation Maine Sunshine

C Harper, of the A. W. Smith Co., of Pittsburgh. Mr. Harper discussed collecting, which is of interest to every florist. Mr. Harper advised that when an account became ninety days past due, some one from the office should call upon the debtor, being of course familiar with the account and the items purchased, and carrying with him an itemized bill. This personal call makes it possible to learn of any complaint the customer may have, and in that way perhaps smooth out some unpleasantness which might otherwise cost the store a customer, as well as making collecting of the account difficult. Naturally the approach must be made in a courteous way, without any suggestion of brow beating. If the representative is the right kind of man, the call may help to make the customer a better buyer than before.

When the debtor remains obstinate, as Mr. Harper pointed out, it is necessary to use other measures, and one of the best, in his experience, was the sending of letters in a regular succession covering two weeks. These letters are politely worded, and of course vary each time, but help to keep the attention of the debtor, and grow decidedly firmer towards the end.

Usually they bring results, but if not, and as a last resort, the items are turned over to an agency which makes its collections by personal call. A tactful collector, by a personal interview, can sometimes learn from the honest debtor the reasons for non-payment, or the cause for complaint. Also he can as a result of his general experience form a fair estimate of the debtor's inclination or ability to pay.

Mr. Harper pointed out that it is best until the very end to make every effort towards keeping the good will of the debtor, on the principle that an old customer retained is better than a new customer obtained. The cumulative value of good will is a valuable asset to any store.

Mr. R. I. Gresham, of the C. A. Dahl Co., of Atlanta, Ga., is recognized as an expert on store arrangement, and accordingly his paper at the Tennessee convention was listened to with special interest. Mr. Gresham pointed out the value of a corner store so as to have a maximum window space, and said that it should by all means be on a level with the sidewalk, even one step being a disadvantage.

He preferred a curved glass window, with a marble base, and said there should be from eighteen inches to two feet above the sidewalk, with a floor of tile and provision for proper drainage. He liked a water connection in each window, and electric sockets for

decorations, such as lighted pumpkins for Hallowe'en displays.

He advocated concealed lights with reflectors, and preferred one large window, and small window, the latter for combining different colors of velvet and ribbon for choice arrangements of cut flowers. Said Mr. Gresham, "When it comes to advertising, spend your money on your windows first and let newspapers, postage, etc., come later."

Mr. Gresham emphasized the necessity of display ice boxes with as much glass space as possible, well lighted and with a tile floor. He said that each vase of flowers should stand out distinctly from the others, and he liked a reserve ice box for surplus flowers. He spoke in favor of the green willow, zinc lined vases lately introduced for displaying flowers.

In discussing the arrangement of a store, Mr. Gresham opposed the use of mirrors because barber shops and Greek restaurants have worked them over time. He said that in his own store he had a garden wall which was built in tapestry brick with a fancy design. This dull brick background shows the flowers and plants to great advantage. Garden gates with a combination of pergola and balustrade led to the rear of the store.

Mr. Gresham expressed a fondness for fountains in arranging flower stores if they are well built, of good design, and do not splash water on the floor. It should be arranged so that flowers and plants can be combined with it. He approved wicker furniture upholstered with tapestry cushions, and baskets and stands of willow rather than crockery. Flowers, like jewelry, he said, should have all the light obtainable, but shaded fixtures should be used so as not to let the light itself be seen.

When convenient he advised having the office on an upper floor in the balcony where there may be privacy for the bookkeepers. One other point which he emphasized was that in some convenient but not conspicuous position there should be an attractive mirror to be used by customers when pinning on flowers, etc.

It seems strange to talk about damage from snow as early in the season as this, and yet in some parts of the country a large amount of snow has fallen, and one florist who has suffered as a result is Mr. C. B. Shisler, of Williamsville, N. Y. The weight of snow was so great that the greenhouse, a building 30 x 100 feet, collapsed. The house contained chrysanthemums and carnations for the holiday trade, and of course the loss to them was heavy.

LILY BULBS

Giganteum from Chicago, Denver, Toronto and New York. Hardy varieties and Formosum from New York.

New crop—write for prices.

FOR FALL SHIPMENT, 1921

French Bulbs, Dutch Bulbs, Lily Bulbs, Valley Pips, Manetti Stocks, Palm Seeds.

FOR IMMEDIATE SHIPMENT

T. R. Begonia and Gloxinia Bulbs, Bamboo Stakes, green and natural Raffia, natural and colored. Write for prices stating your requirements.

McHUTCHISON & CO. 95 Chambers St.
NEW YORK

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS

RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

E. W. FENGAR

CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

Burpee's Seeds Grow

Wholesale Price List for Florists
and Market Gardeners

W. Atlee Burpee Co.
Seed Growers Philadelphia

Specialty Xmas and Easter

Potted Plants

TO THE TRADE ONLY

A. L. MILLER

JAMAICA - - NEW YORK

PUBLICITY AND FLOWERS

Charles Grakelow Talks to the Lancaster County Florists' Association

The 100th regular meeting of this association was celebrated by a dinner at the Penn Square Restaurant.

Mr. and Mrs. Reid, Mr. Charles Grakelow of Philadelphia, Mr. James Brown of Coatsville were visitors. Our own members were President W. B. Birvin, Mr. and Mrs. Elmer Weaver, Mr. and Mrs. Chas. M. Weaver, Mr. and Mrs. Albert M. Herr, Mr. and Mrs. B. F. Barr, Mr. and Mrs. Ira Landis, Mr. and Mrs. Lemon Landis, Mr. and Mrs. A. F. Strickler, Mr. and Mrs. Harry A. Schroyer, Mr. and Mrs. Abram Rohrer, Mr. and Mrs. Lehman, Mr. D. Irwin Herr, Mr. Edward Rohrer, Mr. Harry K. Rohrer and Mr. P. W. De Hertogh.

Mr. Grakelow in his usual felicitous and delightful style drove home a number of truths connected with our business that will stick in our memories until the 200th regular meeting of the club is celebrated.

Among other things he emphasized the fact that growers today interchange ideas for the betterment of the trade and appealed to have this further increased; also the fact that good flowers have a language of appeal to the flower buying public that inferior stock does not have; hence, the necessity of constantly working to have high grade stock.

Publicity also received his attention and it was presented with the true Grakelow enthusiasm that makes converts of all his hearers. To have heard his talk was worth more than twenty dinners as the hearty applause that followed showed.

Mr. Faust, of the S. S. Pennock Co., made a few remarks emphasizing the good points of the first speaker.

Mr. Brown, of Coatsville, followed along the same line with some personal points thrown in.

Mr. Ed. Reid had a few words on the conditions of trade and its application to the growers. Mr. Reid also exhibited a very handsome vase of the new rose "American Legion," which was much admired and highly commented upon.

The talks were so good that the toastmaster lost track of the time and at the last minute it was a hustle to get away in time for the train that was to carry our visitors back to the city of Brotherly Love, and I feel sure that they also carried back with them a feeling that Brotherly Love was not confined to the precinct of Philadelphia.

ALBERT M. HERR.

Headquarters for Holiday Supplies

HOLLY BOXWOOD LAUREL
PRINCESS PINE IMMORTELLS

(Ask for Special Xmas List)

CHICAGO VAUGHAN'S SEED STORE NEW YORK

FARQUHAR'S UNIVERSAL MIGNONETTE

This Mignonette is considered to be one of the finest for the greenhouse, and has received many Awards where exhibited.

It produces enormous sweetly scented spikes of reddish-green flowers, which are greatly in demand for cutting.

1-4 oz., \$4.00; 1-8 oz., \$2.00; 1-16 oz., \$1.00

R. & J. Farquhar Company, Boston, Mass.

EVERYTHING IN CUTTINGS AND
SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

ROMAN J. IRWIN

IMPORTER

43 West 18th Street NEW YORK

W. E. MARSHALL & CO.
SEEDS, PLANTS AND BULBS
Horticultural Sundries

166 W. 23rd St., NEW YORK

SEEDS, BULBS, PLANTS
JOSEPH BRECK & SONS, CORP.

47-54 North Market Street

BOSTON, MASS.

STUMPP & WALTER CO.
Seeds and Bulbs

30-32 Barclay Street
NEW YORK CITY

HENRY C. WOLTEMATE

Henry C. Woltemate, a retired florist, died at his home, at 335 East Mount Airy avenue, Philadelphia, at the age of sixty years. He is survived by his widow, four sons and two daughters. The interment took place Nov. 24th, in Ivy Hill Cemetery.

Mr. Woltemate did a general florist business in a suburban community

and on his retirement the same was continued by his sons. He was a man highly respected by all who knew him.

The Mel I. Webster Co., of Waco, Texas, has opened a flower store in connection with its seed store. It is in charge of Mrs. Hannah Wolfe Robinson, formerly with Wolfe the Florist. She knows the business thoroughly and has the good wishes of her many friends.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

At the peony exhibition in Reading last spring many peony growers met Mr. Harry A. Norton, of Ayers Cliff, Quebec, for the first time, and were greatly surprised to learn of the large collection of peonies to be found on his estate at Edgewater Farm. The fact is that Mr. Norton has opened the eyes of Canadian gardeners to the possibilities of peony culture in the Dominion. He has demonstrated that it is perfectly possible to grow nearly all of the good varieties in Quebec, and that, indeed, they are much easier to handle than some other perennials which are in general cultivation. The temperature often goes to 20 de-

grees below zero, and sometimes much lower in Quebec, and yet Mr. Norton's peonies go through the winter with practically no loss.

The faith of Edgewater Farm's owner in the ability of peonies to withstand Canadian winters was shown recently by his purchase of a root from Mr. A. J. Shaylor, of Auburndale, for which he paid \$100. This was a root of the variety Mrs. Harding, and in addition to the original price it cost him \$30 to get it through the custom house; some of the men who had the handling of the bulb en route thought that Mr. Norton must have parted with his senses as well as his dollars.

Of course they could not understand the devotion of a peony enthusiast to his hobby. As it happens, Mr. Norton, being a wealthy man, and the owner of a big business, is able to have in his collection all the best novelties, regardless of the price. As a result his peony display each year is one of the finest to be found anywhere on the continent. Last spring his gardener remarked with a sigh, "What a pity it is that our peony season lasts only ten days." "A mighty good thing I think," replied Mr. Norton, "for otherwise my business would go to pieces. As it is, I spend almost every waking moment in the peony garden as long as the flowers last, regardless of whatever other demands there may be on my time."

Mr. Norton dreams of peonies, however, when he isn't flowering them, and in order that his friends may



Cattleya Dowiana Memorial Julius Roehrs.

share his appreciation of the queenly blooms, he has issued a dainty little pamphlet on the peony which contains pictures of his garden and of several leading varieties, together with a good account of the peony's rise to fame, and a classification of species and varieties. Such men as Mr. Norton are doing much to put the Peony Society in the front rank of horticultural organizations in North America.

I am glad to learn that the New York Botanical Garden is going to have a tulip show next spring which will equal those to be found there before the war. Last year only about 9,000 bulbs were flowered. Next spring there will be more than 18,000, all of them Darwins or Breeders. The New York Botanical Garden is doing excellent work in increasing the public's intelligent appreciation of flowers and of gardens in general. Its efforts in this line will be patterned after in other cities.

Considerable interest has been aroused among orchid growers by the sale which has been carried on by Julius Roehrs Co., and apropos of this matter, I recently ran across a photograph of a *Cattleya* which was given to the world some years ago by the Roehrs people, and which impressed me as remarkably handsome. It is called C. Dowiana memorial, Julius Roehrs, being named in honor of the late Julius Roehrs, of Rutherford, N. J., and being a merited compliment to the memory of a man who did much during his lifetime to promote orchid culture in the United States, and who would, I am sure, have been greatly interested in the present orchid revival, if I may use that term.

This *Cattleya* appeared in a lot of imported Dowianas, and differs from the type in that the lip is gold and orange veined, without a trace of any other color. It was expected that this plant would prove of much value for hybridization in an effort to get an absolutely pure yellow *Cattleya*. I shall be interested to learn whether it has been used in this way, and how far it has filled that particular mission.

While the popularity of the lily as a garden plant is growing, the value of the lily, apart from a few kinds, as greenhouse subjects does not seem to be fully appreciated, at least on this side of the water. There are many lilies which can be forced splendidly, among them *Henryii*, *Auratum* and *Speciosum* in different varieties. *Speciosum* is perhaps the most valuable for the trade, and is being offered to

IF in need of RELIABLE NURSERY STOCK

that is well grown, well dug and well packed

Send to the BAY STATE NURSERIES

Wholesale and Retail

NORTH ABINGTON, MASS.

PLEASE YOUR CUSTOMERS

by furnishing them with

Framingham Evergreens, Trees,
Shrubs and Roses

FRAMINGHAM NURSERIES

Framingham, Mass.

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber
Commerce Bldg. Boston, Mass.

CURTIS NYE SMITH

Announces the Removal of His Law Offices to

73 Tremont Street, Suite 701, BOSTON, MASS.

Also his association with Counsel in London, Paris, Hamburg, Copenhagen and other European cities, for the purpose of handling International Legal Business.

Boston, November 15, 1920.

COUNSEL

American Seed Trade Association
Wholesale Seedsmen's League
Wholesale Grass Seed Dealers' Ass'n

Cable Address
"Nyesmith, Boston"

some extent by florists, but all of these lilies are excellent for private growing.

Then there is *Lilium Regale*, which is just as fine for pot cultivation as it is for growing in the open, a fact which has been demonstrated by several growers in the vicinity of Boston, notably Mr. Anderson, of the Bayard Thayer estate at Lancaster. Mr. Anderson has had wonderful success in forcing the Regal lily, as has already been noted in these columns. Inasmuch as the Regal lily can be raised from seed and flowers in three years, it should prove exceedingly useful, and I trust that the day is not far distant when it will be offered freely in the markets as a florist flower.

All the lilies mentioned are stem rooting lilies, and when potting them room should be left for applying top dressing. It is best to keep them cool until they start growth, and they often are kept for some time to advantage in a cold frame. It is important to pot all lily bulbs as soon as they arrive, for it doesn't take much exposure to the air to cause them to deteriorate.

In the conservatories at Kew, England, specially good results have been obtained from *L. sulphureum* and *L. nepalense*, where the past season the stems attained a height of nine feet.

The Arnold Arboretum is doing a splendid service to horticulture the world over by distributing plants of *Taiwania*, the close relative of the California Redwood which Ernest H. Wilson found growing in Formosa on his last trip. About a hundred plants have been propagated in the Arboretum greenhouses, and in the past few weeks many of them have been sent away, some twenty going in one lot to England. There is now growing at the Arboretum under glass of course a specimen of this tree about four feet high. It is the most conspicuous object in the greenhouse and indicates that the *Taiwania* would be a very good plant to grow for conservatory decoration. Of course its term of service would be comparatively short, as it grows rapidly, and in a few years would become too large to be used in this way. It makes a very handsome plant, however, and it is very probable that this tree will in the course of time become a familiar object in botanical gardens and arboreta in various parts of the world, even if it is not cultivated widely on private grounds. Unfortunately it is not hardy in New England, but there is every reason to believe that it will thrive in the southern states, and a number of small plants have been sent south for a test.

Little Talks on Advertising

Coombs, the Florist, of New Haven, Ct., in a large newspaper advertisement announcing the opening of his new Flower Shoppe at 978 Chapel street, uses one of the most potent inducements for getting visitors into his place of business. He announced that at the opening five thousand Coombs chrysanthemums would be given away to all comers whether they made a purchase or not. Mr. Coombs used the opportunity to emphasize the quality of his stock by stating that these queen of flowers were grown in his own greenhouses. He then took the public frankly into his confidence, stating that he wanted to make friends and have an opportunity to show the Coombs New Flower Shoppe de Luxe—also the quality of the flowers and the kind of service the name Coombs stands for. There is a friendliness and intimacy in the way Mr. Coombs talks to his public which in itself makes a strong advertising appeal. He says in the course of his copy:

"We have been in the business, growing and selling flowers, for over fifty years in Hartford. We have two stores there, but we always wanted to come to New Haven, believing it a good field for our efforts, and now this wish is to be gratified. Come to our opening and meet us. We will give you a chrysanthemum as a token of the Coombs' welcome and appreciation."

If the same line of advertising talk is continued in the future, it is pretty certain that Coombs will be as successful in New Haven as he has been in Hartford.

By the way, it seems that shoppe, spelled with two p's and an extra e is believed to have some psychological effect on the buying public. In any event, I notice that Papes Bros., of Detroit, in announcing their new store also call it a shoppe. Perhaps the store is a shop when it is small and a shoppe when it assumes larger proportions. Be that as it may, Papes Bros. in their advertising are putting out some well designed copy, being attracted first by a half tone engraving showing a house of chrysanthemums, and playing up the announcement that the store is "Detroit's Largest Shoppe of Flowers." By calling attention to several unusual features, the interest and curiosity of the public is certain to be aroused, so that this

A FINE LOT OF GENISTAS

3-inch pots need shifting to 4-inch pots.

Will be fine for Easter.

1200 Plants for \$120.

C. U. LIGGIT

Wholesale Plantsman
Bulletin Building PHILADELPHIA

GARDEN SEED

BEEF, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
82 Day St., NEW YORK and ORANGE CONN.

SEEDS AND BULBS

Boddington's

128 Chambers St., N. Y. City

School of Horticulture for Women, Inc.

(18 miles from Philadelphia)
AMBLER, PA.

Offers Two-Year Diploma Course fitting women for self-support or oversight of own property, beginning January 17, 1921. Practical work in greenhouses, gardens, orchards, poultry plant, apiary, jam kitchen. Lectures by competent instructors.

ELIZABETH LEIGHTON LEE
Director

Catalogue

is a good form of advertising, especially when a new establishment is being opened.

When Papes Bros. pointed out that the equipment of the store is faultless, that the interior arrangements are a marvel of decorative artistry, and that quietly rich backgrounds contrast the colors of the massed flower displays, the reader inevitably accepts the final statement made by the advertisers that the new store is certain to become one of Detroit's show places. That being true, of course everybody will want to go and see for themselves what the place is like.

With every new store, the first important thing is to make the public familiar with the fact that it exists and is worth visiting. After that the advertising may be along the customary lines, describing the goods carried. It isn't enough, though, merely to announce that there is a new store in town. Some points must be stressed which will catch the public eye, excite the public curiosity and eventually attract the public purse.

George Watson's
Corner

"You in your small corner and me
in mine."

Fred Lemon's new rose, The Angelus, was on exhibition at the Pennock Market on the 27th ult. The flowers had been three days too long en route from Richmond, Indiana, but they were still in pretty good shape. This new seedling is a big one—in the Russell class for size and is a creamy white with a tinge of canary yellow in the center. Under artificial light it shows up pure white. The stem is graceful yet strong and upstanding, and the foliage is light green like Ophelia. This looks like a real acquisition and was examined with much interest by the rose lovers of this vicinity, all of whom were very flattering in their criticisms.

The Cornell game with Pennsylvania brought a number of distinguished visitors to Philadelphia for Thanksgiving and family reunion, among them the younger Sam Pennock, who is now as tall as his daddy and a hefty looking chap. He stayed over with his folks at Lansdowne a few days before returning to his studies at Cornell.

"It was midnight on the ocean,
Not a street car was in sight"—
So they elected Samuel S. Pennock president of the Chrysanthemum Society of America. Mr. Pennock is a Philadelphia man, but we had to await this news item until the Chicago papers arrived—a week later. We asked him, Was he so modest? He said No; he knew nothing about it until he saw it in the paper. The Kaizer will have to take his hat off to Charlie Totty!

1850 is chiseled in the rebuilt corner stone building of the Dingee & Conard place at West Grove, the pioneer rose establishment of America. Charles Dingee, the founder of the pioneer house, has passed away, but he left worthy successors. Patrick Joseph Lynch was also a genius along the same lines, and did wonderful work in deepening and widening what his brother-in-law had started. California and Indiana soon fell under his sway in addition to Pennsylvania. Today he seems to run the state of In-

Michell's Flower Seeds

BEGONIA			VERBENA		
	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Semperflorens Vernon	\$0.50	\$5.00	Mammoth Fancy Blue	30	1.75
Semperflorens Mixed	.50	5.00	Mammoth Fancy Pink	30	1.75
Gracilis Luminosa	.40	Mammoth Fancy Scarlet	30	1.75
Gracilis Rosen or Alba	.30	Mammoth Fancy Striped	30	1.75
Gracilis Prima Donna	.50	Mammoth Fancy White	30	1.75
			Mammoth Fancy Mixed	30	1.25

CENTAUREA			VINCA		
	1000 Seeds	Oz.			
Candidissima	\$0.40	\$2.00	Alba	.15	.75
Gymnocarpa	.20	.75	Alba Pura	.15	.75

LOBELIA			Asparagus Plumosus Nanus		
	Tr. Pkt.	Oz.	Northern Greenhouse Grown Seed		
Crystal Palace Compacta	\$0.10	\$2.50	1,000 Seeds		\$4.00
Crystal Palace Speciosa	.20	1.00	5,000 Seeds		19.00

SALVIA			10,000 Seeds		
America (new)	.50	4.00	25,000 Seeds		30.00
Bonfire	.10	2.50			
Splendens	.25	1.50			
Zurich	.50	4.00			

Also all other Seasonable Seeds,
Bulbs and Supplies. SEND FOR
OUR HANDY ORDER SHEET FOR
SEEDS AND BULBS.

MICHELL'S SEED HOUSE

518-516 Market Street

PHILADELPHIA, PA.

MAINE SUNSHINE

WHITE DELIGHT

Strout's Splendid New Carnations

They have carried the trade by storm

MAINE SUNSHINE		WHITE DELIGHT	
Rooted cuttings..	\$15 per 100	Rooted cuttings..	\$12 per 100
" "	\$120 per 1000	" "	\$100 per 1000

STROUT'S, Inc.

Biddeford, Maine

diana, and his able lieutenant J. T. Headley looks after Pennsylvania. Between the two, the world may rest easy. It will get what's coming to it.

Our old friend, Anton Wintzer of the Conard & Jones Co. at West Grove, is still in the pink of condition and enthusiastic over his pet, the canna. The rose was first with him, and still is, of course as a business proposition; but the canna is his "pet." And he certainly has given the world some wonderful new developments in that line.

Anton's youngest son has started as a gladiolus grower, adjoining his father's place. He grew thirty acres last year, and it is an eye-opener to look over the millions of fine bulbs he is now sending to the big seed houses.

John C. Wister, the newly elected secretary of the American Rose Society, has established headquarters in Room 606, Finance Building, Philadelphia (where the P. H. S. were already located), and will be glad to see any one interested in roses or official business of the Society at that address.

They had a bit of scare at the Neissen flower market on the 29th ult., from a fire on the second floor of the building but no damage and business went on next day as usual.

CHRISTMAS PLANTS

Cyclamen, \$1.50 and up; Begonias, 50c to \$2.50 each;
Poinsettias, single, 35c, 50c, 75c each.

FERNS

Scottii, Verona, Boston and Roosevelt, 50c to \$2.00 each.

FRANK EDGAR, **Waverley, Mass.**

Telephone, Waltham 1324-R

Wollrath & Sons Plant Specialists

POINSETTIA, single and made up pans. Quality
unsurpassed

CYCLAMEN — BEGONIAS

Christmas Stock of all Kinds in Fancy Grades

Come and Inspect Our Stock. Never in Better Condition

139 Beaver Street

WALTHAM, MASS.

William W. Edgar Co. FLORISTS WAVERLEY, MASS.

Telephone, Belmont 600

ORANGES (10-20 fruit per plant)		\$0.50 fruit	POINSETTIAS	
PRIMULAS			3 -inch	\$0.25 each
Obconicas, 5-inch.	\$0.75 each		3 1/2 -inch	.35 "
Chinensis, 5-inch.	.75 "		4 -inch	.50 "
CHERRIES		.75 "	5 -inch	.75 "
BEGONIAS: Melior, Cincinnati and Peterson			(2 branch)	1.25 "
3 1/2 -inch	\$0.50 each		(3 branch)	1.50 "
5 -inch	1.00 "		6 -inch Pans.	\$1.50 to \$2.00
6 -inch	2.00 "		8 -inch Pans.	2.50 to 3.50
6 1/2 -inch	3.00 "		9 -inch Pans.	3.00
CYCLAMEN			10 -inch Pans.	5.00
5 -inch	\$1.00 each		PAPER WHITE NAR.	
6 -inch	\$1.50 to \$2.00		Cut	\$10.00 per 100
6 1/2 -inch	2.50 to 3.50		HEATHS	
PALMS, FERNS, ETC.				\$2.00-\$10.00 each
			EUPHORBIA, 8-inch Pans.	
			Cut	\$3.00 each
				\$4.00 per doz.

THE MARKET

The flower market is feeling the prevailing depression to some extent but not so bad as in many lines of business. Roses are bringing from \$8 up. Carnations sell from \$6 to \$8. 'Mums that are good command \$3 to \$4. Poorer grades are worth \$2 to \$2.50. Stevia is coming in fairly well bringing 50 cents a bunch. Violets are very scarce and so are Easter lilies. Callas are scarce but can be bought for \$3.00.

CHICAGO FLORISTS CLUB

The new officers of the Chicago Florists Club are: President, Joseph Kohout; vice-president, A. T. Pyfer; treasurer, A. H. Schneider; secretary,

F. Lautenschlager; trustee for 3 years, August F. Poehlmann.

R. S. EDGAR NOW WITH McHUTCHISON

Mr. Robert E. Edgar of Waverley, Mass., lately manager of the Leominster Floral Co., Leominster, Mass., is now with McHutchison & Co. of New York in charge of the bulb department. Mr. Edgar is a brother-in-law of Mr. James McHutchison. Mr. McHutchison says that the season's deliveries of French bulbs and Dutch bulbs are cleaned up. Japanese lily bulbs are all in and shipments of Ma netti stocks and Valley pips are arriving in good volume.

DECEMBER

December, the king of the year, is here in his robes of royal ermine and his feast dating back to the old Egyptian days with their celebration of the winter solstice, when the days begin to lengthen.

All flowers have gone from our gardens, but search under the snow and pine needles and you will find the red berries of the partridge vine or mitchella. You can also find many subjects for the camera in the brown seed vessels of the alder and the cones of the hemlock. Our winters give beautiful studies of color in greens and browns. The snow powders the evergreens and outlines the bare boughs of the oaks, elms and maples. Let us go out into the forests and bring in our Christmas greens, the ground pine and hemlock. Bring home the Christmas tree and tell the children the legends that gather about it. The pretty story of how Saint Winfrid, when he hewed down the Druids' oak, found a young fir tree behind it pointing a green spire towards the stars.

"Winfrid let the axe drop, and turned to speak to the people. 'This little tree, a young child of the forest, shall be your holy tree tonight. It is the wood of peace, for your houses are built of the fir. It is the sign of an endless life, for its leaves are ever green. See how it points upward to heaven. Let this be called the tree of the Christ child, gather about it, not in the wild wood, but in your own homes, there it will shelter no deeds of blood, but loving gifts and rites of kindness.'"

Now as the children gather about the Christmas tree, the boys blowing their tin trumpets, the girls cuddling up their dolls, the grandparents tell these tales to them of the beautiful Christmas tree, the father lights the candles and mother brings in the baby to see their glow. The Christmas star shines from the top of the tree glorifying all the centuries which have passed since the Druids worshiped under the mistletoe and oak.

M. R. CASE.

Hillcrest Gardens, Weston.
December 1st, 1920.

TENNESSEE STATE FLORISTS

At the seventh annual convention of the Tennessee State Florists' Association at Memphis, the following officers were elected: President, W. H. Englehart, of Idlewild Greenhouses, Memphis; vice-president, Harold M. Joy, of Nashville; secretary-treasurer, G. M. Bentley, of Knoxville. It was voted to hold the next meeting at Chattanooga.

IMPRESSIONS OF AMERICA

What an Englishman Thinks of Our Flower Growers and Their Methods

It is always interesting to get the other fellow's point of view. And perhaps there is food for thought in the following contribution from T. A. Wilson in the Horticultural Trade Journal of London.

"This country is too big for a slow thinking Britisher to size up unless he has ample means and opportunities for getting around. Everything appears to be exaggerated; one might almost say the country itself is an exaggeration. Under the circumstances these notes may be similarly affected.

Just before Easter I saw some of the finest Cyclamen I have ever seen, and it is said that some growers can get plants about two feet through. The wholesalers are for the most part a really nice lot of fellows, but they are not all grouped together as at Covent Garden. Last spring a number of them forsook their old quarters and located under one roof at West 18th street. They have a depot to be proud of—plenty of room and well fitted up. Its only failing is that artificial light is essential, only one or two of the stores having daylight.

I have yet to see Carnations that will beat the Wallace brand, indeed, I am inclined to doubt whether real quality flowers ever reach the market owing to the bunching method and the heavy packing. Growers here prefer crates, largely cardboard, containing hundreds of blooms. Roses are packed in the same way, 100 being about the smallest pack, and this only in connection with long stem American Beauty and other big fellows like Premier, Columbia, etc. In the spring these Roses are certainly fine. I might mention that these big cases are more in keeping with Lowe and Shawyer's great Chrysanthemum cases, and, judging by the gentle handling they get from the express companies, they need all the iron bands to keep them together.

In Boston

At Boston I visited the wonderful Henry Penn and a few other florists, who apparently find the florists' business a money-maker. Boston appeals to me more than New York. It has an English touch with its narrow streets and moderate sized buildings. I also made a point of visiting Wm. Sim, the great Carnation grower, and Thos. Roland, one of the few really high-class plant growers. Both are, I understand, old Britishers, and it would seem that not a few of the best growers in the United States first saw the light in the old country.

BEGONIAS for XMAS

MELIOR MRS. PETERSON CINCINNATI
3½, 5 and 6 Inch Pots

FERNS

BOSTON

WHITMAN

VERONA

5 and 6 Inch

Telephone for Prices — Quick Delivery

BRECK-ROBINSON NURSERY CO.

Munroe Station

LEXINGTON, MASS.



CYPRIPDEIUMS

A word to the wise. Book your order now for your probable wants for Christmas.

Cypripedium Insignee

Per 100\$25.00

Cypripedium Sanderae

Per 100\$50.00

Cypripedium Harefield Hall

Per dozen.....\$12.00

Cattleyas

Per doz. \$12.00, \$15.00, \$18.00

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK
117 W. 28th StreetPHILADELPHIA
1608 20 Ludlow StreetBALTIMORE
Franklin & St. Paul StsWASHINGTON
1216 H Street

Some of the wild flowers that flourish so abundantly in America are closely akin to what one cared for in the old garden. The Asclepias are everywhere, and many beautiful forms I have noted. Their peculiar seed pods are dried and used by florists. Rudbeckias, Golden Rod and Marsh Malows are three other prominent features. Hibiscus moschatas, is a glorious sight on the marshes. Incidentally, marsh land is abundant in these parts. For miles after leaving Jersey City one passes great stretches of land given up to coarse grasses and bullrushes, yet, if properly drained, this land would afford ample space for numerous factories and homes. It appears appalling that so much land near to the great city of New York should lay wasting, especially as part of it

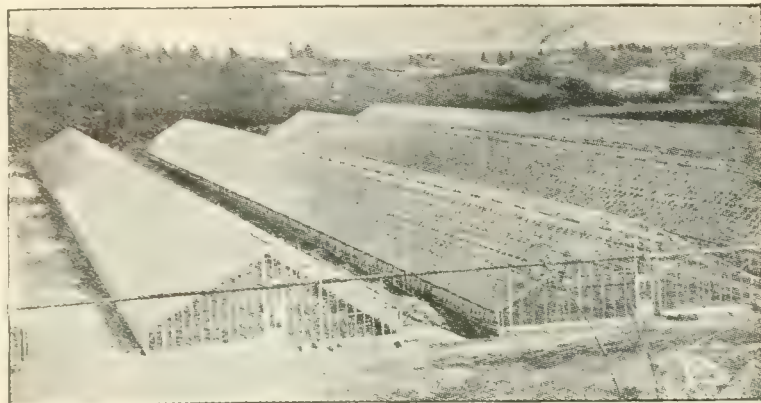
juts on a broad river capable of carrying much freight.

Odd Notes

America leads on packages, everything is put up in packets. One may live on packeted goods, and to a great extent these packeted goods are an asset. They make the life of the housewife easier, and for the most part she needs relief for there is no help available.

The fruit and vegetable packages are varied in shape and size, not a few of them contain less than one might suppose. They are all non-returnable. Onions, Lettuce, Cauliflower, etc., all come in crates or chip baskets, as do all the fruits. Potatoes are largely shipped in barrels of three bushels, although the 100 lb. bag is a feature also.

Stearns Cypress Greenhouses



**PECKY CYPRESS FOR BENCHES, CYPRESS TANKS
CYPRESS HOTBED SASH, GLAZED AND UNGLAZED
AGENTS FOR EVANS' VENTILATING MACHINES**

Best Stock

Prompt Deliveries

Right Prices

ASK FOR CIRCULAR E

THE A. T. STEARNS LUMBER CO.
NEPONSET-BOSTON, MASS.

Reverting to sprayers, the English pneumatic is a far better tool than any I have seen. The sample I use, considered the best, is a wretched thing, and I would give anything to have my old Holder-Harriden with its long tube and adjustable nozzle.

For quick renovation of asphalt roads New York has it. By means of a roaring oil blast engine, which pumps its flames down a funnel arrangement, the old material is quickly softened and scraped away. The new follows quickly, and extremely well-made little engine rollers put on the finish.

New York is a great killing place. In July 68 were killed and over 300 injured by motor vehicles. For inconvenience and danger some of the elevated stations are good examples.

America is not a cheap place to live in, but it is extremely costly to die. I wonder how some folk manage to meet the charges.

A. S. Nodine, of Waterbury, Ct., recently suffered a \$3,000.00 loss as a result of fire in his greenhouses. The entire crop of chrysanthemums with which he was to supply the wholesale trade, as well as many other flowers, were ruined.

LET'S GO

Just imagine the rice-growers of this country running a co-operative advertising campaign, to stimulate a greater use for rice, by spending \$900,000.00 for the next three years, at the rate of \$300,000.00 per year, and then think, if you will, what the florists have been able to do on the small yearly appropriation. Their slogan will be "Eat more rice,"—another suggestion which probably grew from "Say it with Flowers."

Have you felt the business depression, as so many other lines are having at the present, with many of them pessimistic as to the immediate future?

Yet, in all sincerity, have not the florists cause for rejoicing in the fact that our business, at least with many, is holding up to last year, and a majority running ahead? Does it feel as though we have accomplished something unusual to be able to make this statement that something was indirectly the cause, and wouldn't you like to give the National Publicity Campaign, backed up by local advertising, part of the credit for this condition, especially where all other lines are falling behind?

Was there ever a time in the history of flowers, when so much energy was put into the printed word to create

more sales for the more general use of flowers and plants and has not the effect made it worth while?

Our campaign has had to rest temporarily, for the lack of funds to carry on the work, and your committee hopes to start as soon as the amount necessary is available, and perhaps this might serve as a reminder to many who, as yet, have not sent in their subscriptions for 1920, so that we may make up our budget for 1921.

The publicity committee has adopted the best policy for the future, in not making any expenditures until the fund is big enough to go ahead. Much of our recent success in selling flowers has been due to the co-operation given by the trade generally, and we must keep the momentum moving, or it will be a much harder task to start again, if we should discontinue for too long a period.

The committee on publicity will soon make permanent plans for the near future and every branch of the business will be interested in its outcome.

In the meantime, send in your subscription for 1920, to the Secretary's Office, so that the campaign may have proper financial support, and you will have still greater results from the campaign which has been so fruitful to all who have participated. Surely, if the rice-growers of the U. S. A. can raise nine hundred thousand dollars for three years, the florists who have more at stake, both from an investment standpoint as well as being in greater numbers, should be able, in the near future, to do almost as well, particularly, where we are our own distributors.

Will the florists be big enough to see advertising as a potential factor in the marketing of their product, as have the rice-growers, and as to the possibilities—we have the greatest opportunity, providing we all pull together, and being optimistic on the future of our business, let's say, "go to it."

Your check and your co-operation are all we need to make for further success.

Will you do your part? What is your answer?

HENRY PENN.

Chairman, Nat'l Publicity Campaign.

NEWS NOTES

Mrs. A. E. Newell and son George are making extensive improvements to their greenhouse on Riverside St., in Houlton, Me. These improvements will give them more room and make it possible for them to carry on a larger business.

Wilber Erickson has opened a new flower shop at Manistee, Mich.

Men I Like to Meet

A number of years back, Mr. Eber Holmes brought himself into prominence through the excellent quality of rose stock that he produced at the Montrose Greenhouses, and rose men in particular, as well as all who are connected in a commercial way, are interested in what Mr. Holmes is now doing as superintendent of the Halifax Garden Company. These greenhouses were only partially at work during the past few years, and Mr. Holmes found a man-sized job on his hands when he went there last spring, but he has shown that he was capable of taking hold of this range and whipping it into shape in quick time.

It is still early in the season to expect a great deal, but the houses, one and all, are in very promising shape and the stock coming into the market shows quality in every way. Mr. Holmes is a genial person to meet, an interesting man to talk to, and one who is interested in his profession in every way. His success with Mignonette so early in the season, even though it is a side crop with him, is something to be proud of, and I predict very satisfactory results both to the Halifax Garden Co. and to Mr. Holmes during his connection there.



Mr. Eber Holmes

HOW MANY NURSERYMEN ARE THERE?

Boyd's City Despatch, the leading compiler of mailing-lists, offers the following lists in its 1920 circulars:

7,444 Nurserymen;
339 Nurserymen worth over \$50,000;
790 Nurserymen worth over \$1,000.

In other words, according to Boyd's, there are 7,444 "Nurserymen" in this country, 6,654 of whom are rated as being worth less than \$1,000!

Will Christians, of the Allen Greenhouses, Hudson, N. Y., has opened a new flower store at 426 Warren street.

NOW MOVING

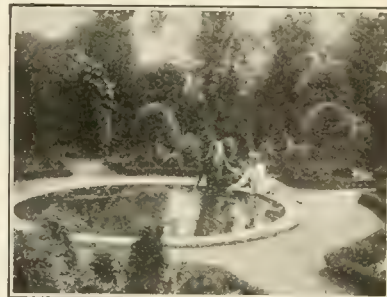
Our Bulletin Frequently Throughout the Season Offering:

APPLES. Good list of varieties.
PEARS. General assortment, strong on Bartlett.
CHERRIES, Early Richmond and Montmorency.
PEACHES. Surplus of Carman, Champion, Early Elberta, Elberta, J. H. Hale.
H. P. ROSES and CLIMBERS.
ORNAMENTAL SHRUBS.
General assortment; some scarce varieties like Hydrangeas and Weigelas.
AMPELOPSIS Veitchii. 1-year.

AMPELOPSIS Veitchii. Heavy 2-year.
BARBERRY Thunbergii. Seedlings. Largest stock in the world.
BARBERRY Thunbergii. 3-year, 2-3 feet and 18-24 inches.
CALIFORNIA PRIVET, 2-years, well branched, 2-3 feet and 18-24 inches.
IMPORTED FRUIT and ROSE STOCK. Quoted f.o.b. Manchester.
FRENCH APPLES, 7-12 grade.
ENGLISH MANETTI, 5-8 and 4-5.
FRENCH MANETTI, 5-9.

Write for Bulletin, giving quantities and prices.

C.R. BURR & COMPANY, Manchester, Conn.



Box-Barberry Bordered Garden

BOX-BARBERRY

LINING-OUT STOCK ONLY

Summer frame cuttings, \$45.00 per 1000

IBOLIUM PRIVET

Ovalifolium x Iibota

THE NEW

HARDY HEDGE

RESEMBLES CALIFORNIA HARDY AS IBOTA

PRE-OFFER OF STOCK FOR PROPAGATING

2 years, 2-3 feet.....\$2.50
1 year, 1-2 feet.....1.00
Frame50
In Storage

SURPLUS

American Hemlock Japan Iris
Pin Oak Japan Yew

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.
NEW HAVEN, CONN.

INTRODUCERS OF
BOX-BARBERRY and IBOLIUM PRIVET

WE ARE SPECIALISTS IN GREENHOUSE GLASS

Free from Bubbles
Uniform in Thickness

PAINTS and PUTTY

Greenhouse White (Semi-Paste) The Patent Particular Florists Prefer

It will pay you to get our estimates.

THE DWELLE-KAISER CO.

251 Elm Street BUFFALO, N. Y.

When writing to advertisers kindly mention *HORTICULTURE*

Just Out The Nursery Manual By L. H. Bailey

An indispensable book for every nurseryman. Complete direction for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of *HORTICULTURE* upon receipt of price, \$2.50.

HORTICULTURE

Established by William J. Stewart in 1904

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No. 20

PUBLISHED SEMI-MONTHLY BY
HORTICULTURE PUBLISHING COMPANY
 739 Boylston Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor

ADVERTISING RATES:

Per inch, 30 inches to page..... \$1.50
 Discount on Contracts for consecutive insertions, as follows:

One month (2 times), 5 per cent.; three months (6 times), 10 per cent.; six months (12 times), 20 per cent.; one year (24 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, \$1.50; To Foreign Countries, \$2.00; To Canada, \$1.75.

It still remains very difficult to get white paper in Boston except at a ruinous price. For the present, therefore, or until the situation improves, HORTICULTURE will be published twice a month instead of weekly. We trust that the larger amount and improved quality of material used in each issue will make up for the decrease in number.

Rotarians Evidently Rotary Clubs the country over include in their membership many members of
and the florists and nursery trade. It is interest-
Flowers ing, too, to find that these clubs are giving increased attention to horticultural matters.

It was at a meeting of the Richmond, Indiana, Rotary Club that the gold medal from the American Rose Society and from the City of Portland, Oregon, were presented to E. G. Hill, for his famous Columbia rose. Mr. Jesse A. Currie, of Portland, who made the presentation speech, later went to Philadelphia, where he gave a talk before the Rotary Club of that city on "How New Roses are Made." Mr. Currie no doubt felt at home in Philadelphia, for he formerly was employed in the newspaper business there, not becoming interested in roses until after he moved west. Now he is famous the country over, and has succeeded in changing the little light pink brier rose to a brilliant scarlet creation by crossing it with Gen. Jacqueminot. From this production he has several seedlings which he hopes will develop into an oil rose, thinking that perhaps it will be possible to produce in the United States a high grade Attar of Roses, so that this country will not be dependent upon France and Bulgaria. This, at least, is a report which came from Philadelphia, following Mr. Currie's talk.

To get back to the matter of Rotary Clubs, we find that at Batavia, N. Y., recently, James M. Pitkin, of Newark, N. J., spoke at a lecture given by the Club. Mr. Pitkin is a nurseryman and the development and growth of the nursery business was the subject of his speech. It is evident from all this that people outside the trade are beginning to show increased interest in horticultural matters of all kinds. This is something for general self congratulation.

Buffalo's Enterprise

Buffalo recently saw one of the most successful municipal chrysanthemum shows ever staged. Fifty thousand flowers from the Park Greenhouses were on exhibition for ten days and fully 150,000 persons passed through the hall. On one single day, a Sunday, 31,000 visitors were counted at the door. The show included a Japanese garden scene which was remarkably effective, and during the show there were organ recitals both afternoon and evening. Buffalo has set the pace in matters of this kind; its flower shows have become famous the world over. It is well that they are having the support of the city florists, for shows of this kind are a tremendous asset to any municipality and must inevitably go a long way towards increasing the income of all in the trade. May the time soon come when other cities will follow the excellent example which has been set by Buffalo.

It was Samuel Merwin, if we remember rightly, who observed in one of his books that most
 Tell ly, who observed in one of his books that most
 about it people can't appreciate a good thing unless they are told about it. That is simply pointing

the moral of the old story about the duck that lays an egg without anybody knowing about it, while the whole barnyard is informed of the fact when biddy has contributed her share to the egg basket. In other words, advertising pays. Of course some advertising pays better than others, but advertising has to be very poor indeed not to bring some results. As one big advertiser recently expressed it: "I have stopped trying to key my ads. or to analyze them very carefully, for this I know: when I advertise I get business, and when I stop advertising my business goes."

There isn't much use in having flowers or plants or such accessories as a florist may carry unless people are told about them. There isn't much use, either, in carrying the highest quality of stock unless customers are informed how good this stock really is. Of course, if you are doubtful about your own goods your advertising is likely to reflect the fact in spite of all that you can do; but if you have faith in what you are selling you should be able to give the reason for that faith.

There is another matter, though, which sometimes is overlooked. While you yourself may know the quality of your goods and set it forth in well phrased advertising, your sales people may lack your knowledge and therefore your enthusiasm. If your advertising is to be profitable it should be backed up by a proper spirit within the store. Why not make it a point to train your sales people in the talking points of the goods which you offer. Go over with them all the statements which are likely to prove persuasive when talking to customers. Show them how they can get their customers interested and induce them to believe that they can trust you to give them the best the market offers. Show your people that your object is not to sell flowers alone, but flowers plus quality. In that way you will help to make your store stand out conspicuously among all the others. There is something about every line of goods which you handle that has a talking point. It will be to your advantage to learn what this point is and to show your assistants how to put it before their trade. Once the store force is led to realize for themselves the quality of the goods which they are handling, the easier they will find it to make the public appreciate the fact that they really are good.

Penn.
The Florist

"The Telegraph Florist"

Member of Florists' Telegraph Delivery

**124 TREMONT ST.
BOSTON**

H. F. A. LANGE

Worcester, Mass.

Delivers to all Points in New
England

150,000 Square Feet of Glass

Member Florists' Telegraph Delivery
Association

WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.
Member Florists' Telegraph Delivery

BAUMS HOME OF FLOWERS

KNOXVILLE, TENNESSEE

Personal attention given orders for Knox-
ville and East Tennessee

Members of F. T. D.

ST. LOUIS, MO.

FRED C. WEBER

4326-28 Olive St.

Member Florists Telegraph Delivery Ass'n.
NOTICE INITIALS. We have one store only.

When writing to advertisers kindly
mention **HORTICULTURE**

The Beacon Florist
7 Beacon Street, **BOSTON**
Near Tremont

J. EISEMANN, Manager, 14 years head
decorator and designer for Penn's.
Prompt, Efficient Service Guaranteed.

Flowers Under Glass

Your cinerarias for Christmas should be in five or six inch pots by this time, and if you find that the roots have filled their pots, you will do well to give them manure water at least once a week. Have plenty of room between the plants so that they will not crowd. You will make a great mistake if you try to force cinerarias in a high temperature. They used to be kept as near as possible at 45 degrees for a night temperature with 10 or 15 degrees higher in the daytime. Give plenty of ventilation, and watch out sharply for green fly, which you can keep in check by fumigating every week. Of course cinerarias must have full sun to do their best.

Lilium speciosum has come into considerable favor with florists, and really makes a very satisfactory cut flower, as the blossoms last a long while. The bulbs should be planted as soon as possible. Use for best results a compost comprising three parts fibrous loam and one part well rotted manure. It is important that the drainage be good because next spring you will have to use a lot of water, and unless it runs off freely you will have trouble with your plants. You can pot up a single bulb in a six-inch pot, but it is better to use three bulbs to an eight-inch pot or six bulbs to a ten-inch pot. See that the pots have a

**BOSTON
MASS.**



HOUGHTON & GORNEY

UNDER THE PARK ST. CHURCH

ALLSTON & BRIGHTON, MASS.

ROGERS FLOWER SHOP Member
F. T. D.
1231 Commonwealth Ave., Allston, Mass.

THOMAS F. GALVIN

*America's Foremost Flower
House*

1 Park Street 799 Boylston Street
BOSTON, MASS.

CAMBRIDGE, MASS.

581 MT. AUBURN STREET
HAROLD A. RYAN, Inc. Member
F. T. D.

BROCKTON, MASS.

Belmont Flower Shop Member
F. T. D.

LAWRENCE - - MASS.

A. H. WAGLAND

We Cover
LAWRENCE, METHUEN, ANDOVER,
NORTH ANDOVER, SALEM, N. H.
and Contiguous Territory
Member of F. T. D.

BEVERLY, MASS.

BEVERLY FLOWER SHOP Member
F. T. D.

MALDEN, MASS.

J. WALSH & SON Members
F. T. D.

HALL, The Florist

Telephone 1422

4 Main Street, **TAUNTON, MASS.**
National Florist for Taunton and Vicinity



GUDE BROS. CO.
WASHINGTON, D. C.

Member Florists Telegraph Delivery

FLOWERS The Best at
The Lowest

The Largest Popular Price House in
Philadelphia

F. M. ROSS

Send orders to
136 So. 52nd Street, Philadelphia.
Other Stores
13 So. 60th St., 212 E. Girard Avenue
PHILADELPHIA

Member Florists' Telegraph Delivery.
Orders from all except members of
the F. T. D. must be accompanied by
remittance.

**JOHN BREITMEYER'S
SONS**

Cor. Broadway and Gratiot Aves.
DETROIT, MICH.

**Artistic Designs - - -
High Grade Cut Blooms**

We cover all Michigan points and good
sections of Ohio, Indiana and Canada.
Member Florists' Telegraph Delivery
Association.



New York **DARDS** 341 Madison Avenue
F. T. D. Member opp. Hotel Biltmore

An ever increasing business on the same corner for fifty years is the answer for your New York orders.

S. A. ANDERSON

440 Main St., Buffalo, N. Y.

ANDERSON service means fresh, sturdy stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.

Member Florists' Telegraph Delivery.

THE KNOBLE BROTHERS CO.

Flowers and Nursery Products

Member Florists' Telegraph Delivery

We are well equipped to handle your orders.

1236 W. 25th Street CLEVELAND, O.

THE SMITH & FETTERS CO

735 Euclid Avenue

CLEVELAND, OHIO

Flowers of Every Kind in Season

PHILADELPHIA

CHAS. H. GRAKELOW F. T. D.

Everything in Flowers

Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.

E. P. NEIMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER. COLORADO

The Far-Famed Flowers of TORONTO

Delivered on mail or telegram order for any occasion, in any part of the Dominion.

JOHN H. DUNLOP

6-10 West Adelaide St. TORONTO, ONT.

good soaking in water and that the earth is kept moist. A cold frame where the bulbs can be covered with six inches of soil is a good place for them, and after the weather gets very cold, you will need long manure or hay to prevent freezing.

This promises to be a fine season for Paper-white Narcissi, but they must have plenty of time to develop good roots before they are forced. When the root system is well established, they need from seven to eight weeks to reach blooming, at a night temperature from 50 to 58. They will need plenty of water when they have made root growth, and the only way to have flowers with substance and good stems is to give abundant ventilation. Syringe until the flowers begin to open, but then stop.

Do not wait until the green fly and other pests appear in your rose houses before you start to fumigate and spray. The work should be begun promptly. It is far better to use a weak spray often than a strong one occasionally, for strong sprays are pretty certain to do damage, even though it may not show up at once. Fumigate if you can the night before syringing. The advantage of this is that if any flies are left alive in the morning, they will be in a weak state and the stream of water will easily dislodge them. Be careful not to smoke or spray when the plants are dry for then there is much danger of burning. It is not advisable to use tobacco stems for burning from now on, but in houses that dry out well it is a good plan to apply some of the tobacco stems to the benches, scattering them well so that they will not be very thick. The tobacco stems serve a double purpose. They keep down the insects and also provide fertilizer.

Be sure that you have enough sand on hand to use for propagating during the coming season. On large establishments this propagating begins early, but it is not advisable to put the sand into the propagating houses until it is to be used because there is danger of its acquiring unwelcome visitors which will not be good for the cuttings when they are finally put in. It is far better to keep the sand in a clean shed until it is wanted, and then when it is put onto the benches, to put in the cuttings as soon as the sand is warm enough.

THE J. M. GASSER COMPANY,

CLEVELAND

Euclid Avenue

FOR

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By Mrs. Francis King

Some years ago Mrs. Philip Martineau, then in this country from England, gave me a packet of seed of her special strain from the gardens of the Vatican of *Salvia sclarea*, the Clary of old English cottage gardens. The seed proved to have great vitality, every one germinated, and the resulting plants and flowers the following season—for this is a biennial with me—gave a peculiar pleasure to one whose eye and mind are singularly interested in the unfamiliar in flowers as well as in the old.

Some three feet tall, this *Salvia* has large crepe-like leaves of pale green; its color, from the bracts, is of a charming tone of pinkish mauve; and its upright branching flower-stems are entirely covered with bloom in July. Mine flowered first near *Lilium candidum*, with very nice effect; but the next season our plants were set below groups of *Delphinium belladonna*, and a prettier combination of color in the garden there could not be than this. It has such originality, such delicacy.

I notice in a recent number of *Horticulture* a fine illustration of *Salvia virgata nemorosa*; this flowers before *S. sclarea* here. It is remarkably fine in color and habit but a great contrast in both to the latter. Could one create a garden of *Salvias*? What an interesting experiment—if one could stand so much of the sage odor throughout the summer! Certainly the succession of purple, mauve and absolutely blue flowers of this family would be a garden interest distinct and distinguished. I wish the suggestion might be taken up by that rare person, a gardening man or woman, who has plenty of space and plenty of time. It is one of the fascinations of this art of gardening that life is never long enough for its pursuit, that the gardener's day is undoubtedly the shortest that can be experienced.

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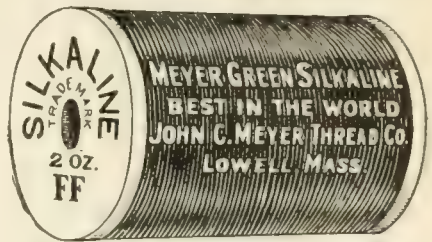
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20	18 in.	3.65	39.60	322.30
30	16 in.	2.60	28.60	220.00
40	14 in.	2.10	23.65	187.00
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60	10 in.	1.00	10.90	85.25
70	8 in.	.85	8.80	67.10

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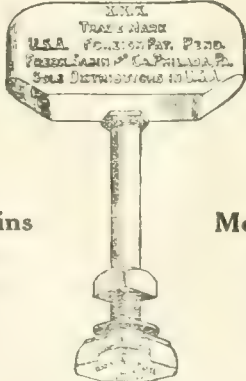
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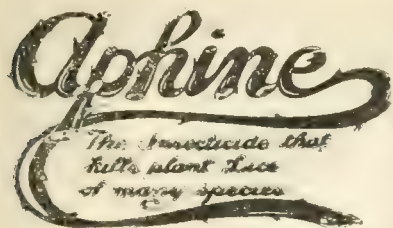
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Khedive	lavender, orange beard	4.00
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Before you decide on the house you are going to build, hold up a bit, and consider some of these hold up points in Hitchings houses.

Take the columns for example. As columns, they are pipe like any other column. But there the likeness stops. Look at the centre illustration, and you see why.

No one else uses a foot base like that. It's a regular 4 way braced base, just such as is used in building a steel frame office building. When you dig the hole for it, it has a goodly sized flat bottom to set square and fair in place. When you put the concrete around, it has something to grip for fair.

The column clamps in place with a four bolt clamp, and a set screw. All of which means a bull dog grip and also that you have some way to raise or lower it to line it up.

At the top, the column cap is bolted directly to the plate that splices the rafter and carries the truss tie. The cap itself is bolted through and through to the column. So much for that hold up framing point.

Now for how the rafter and purlins are fastened together. Take a look at the cut below. See that knee brace, and the way it first bolts with 2 bolts to the purlin. Then bolts to the rafter. Then screws to the rafter

cap itself. Compare its strength with the usual piece of angle iron cut off in short lengths.

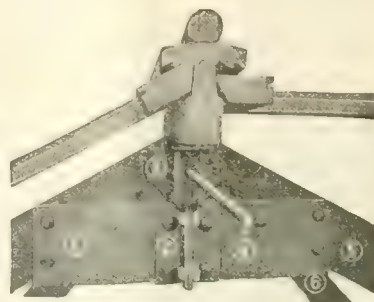
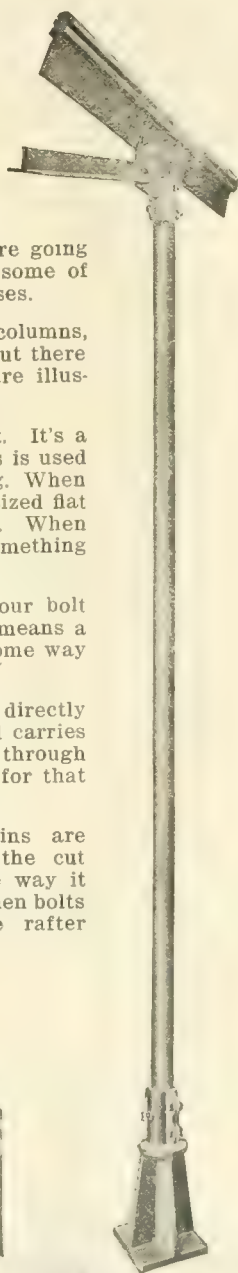
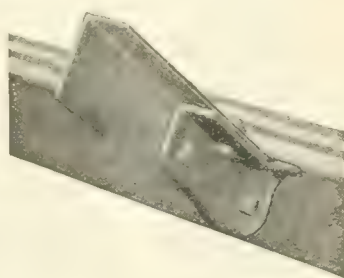
After which, let's go up the roof to the ridge, as shown at the right. That part of the rafter and truss from the column cap splice plate to the ridge is framed at the factory, all ready for lifting up into place. Plate No. 1 on both sides of the rafter, with its angle No. 2, is brought face to face, and bolted together.

No. 2 is the anchor for the truss rod which stiffens the ridge. No. 4 is the truss rod. No. 7 is the no leak ridge, so milled that the sash have sort of a pry tight movement, making it weather proof.

Now figure on the fact that the rafter from the column runs to the eave, where it bends, and continues straight to the cast iron post base, similar in design to the column base.

The rafter itself is not below grade to rust. It has no splice plates at the eave to cumber it up and cast shade. It's **one solid piece**, from column cap to base.

For the rest of them—both the hold-up and hold-down points—see our Supply Book. If you haven't one, send for it. And you know we go anywhere for business, or to talk business.



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HORTICULTURE

Vol. XXXII

DECEMBER 23, 1920

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No. 21

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EPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy, Jr. 2¼ inch pots, \$3.00 per dozen, \$20.00 per 100; 3½-inch pots, 50c. each; 6-inch, \$1.00 each; large specimens, 8-inch, \$3.00 each.

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Packing added extra at cost.

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4 inch	\$3.60 per doz.	\$25.00 per 100
5 inch	5.40 per doz.	40.00 per 100
6 inch	8.00 per doz.	60.00 per 100

HOLLY FERNS, Cyrotonun Rockfordianum:—

4 inch	\$3.60 per doz.	5 inch \$6.00 per doz.
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TABLE FERNS, assorted—3 inch \$6.00 per 100

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Lantanas; Heliotrope; White Swansonias; Coleus; Moonvines; Salvia; Parlor Ivy; Achyranthus; Ageratum.

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FORREST GETS WHITE MEDAL

Announcements of the Massachusetts Horticultural Society

The Trustees of the Massachusetts Horticultural Society have approved a Schedule of Prizes and Exhibitions for the year 1921 providing six exhibitions as follows: Grand Exhibition of Roses and Other Plants, April 6-10; Peony Exhibition, June 18-19; Rose and Strawberry Exhibition, June 25-26; Gladiolus Exhibition, August 13-14; Dahlia Exhibition, September 10-11; Autumn Exhibition, November 5-6.

They have also appointed the following standing committees of the Society for the ensuing year:

Finance—Walter Hunnewell, Chairman; R. M. Saltonstall, Edwin S. Webster.

Membership—Thomas Allen, William C. Endicott, Thomas Roland.

Prizes and Exhibitions—Thomas Allen, Chairman; J. K. M. L. Farquhar, Arthur Lyman, Thomas Roland, Mrs. J. M. Sears.

Plants and Flowers—T. D. Hatfield, Chairman; Douglas Eccleston, S. J. Goddard, Julius Heurlin, William N. Judd, Donald McKenzie.

Fruits—Fred A. Smith, Chairman; W. H. Golby, James Methven, E. B. Wilder.

Vegetables—William N. Craig, Chairman; Edward Parker, William C. Rust, John L. Smith.

Gardens—A. C. Burrage, Chairman; John S. Ames, George E. Barnard, C. W. Hoitt, R. M. Saltonstall, Charles Sander.

Library—C. S. Sargent, Chairman; E. B. Bane, N. T. Kidder.

Lectures and Publications—F. A. Wilson, Chairman; Thomas Allen, J. K. M. L. Farquhar, C. S. Sargent.

Children's Gardens—James Wheeler, Chairman; Dr. Harris Kennedy, Miss M. R. Case, Miss M. A. Rand, Miss Eleanor W. Allen, Miss Louisa Hunnewell.

The George Robert White Medal of Honor for 1920 has been awarded to George Forrest of England. Mr. Forrest through his several journeys in southwestern China has been a successful collector of a considerable number of desirable garden plants, especially rhododendrons, spiraeas, and cotton-easters, some of which are now growing in the Arnold Arboretum.

The Albert Cameron Burrage Gold Medal for the year 1920 for the one who has done the most for the cranberry industry has been awarded to H. J. Franklin of East Wareham, Massachusetts, on account of his paper on Cape Cod Cranberry Frosts.

Wm. P. Rich, Secretary.
Horticultural Hall,
Boston, December 11, 1920.

Lily of the Valley Pips

Extra fine strain
EXHIBITION size

German "LUBECK" Pips
just arrived

Price in cases 1,000, 500, or
250 each, on application.

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NEW YORK CITY

Cyclamen Giganteum Seeds

Kelway's Perfect Model, a pedigree strain. All new Crop Seed available for immediate delivery.

	Per 1000	Per oz.
Salmon King	\$6.50	\$19.00
Crimson	5.00	15.00
Salmon	6.50	19.00
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Mixed	4.40	13.50
Dark Crimson	6.50	19.00
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Pure White	5.00	15.00

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Write for prices

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Cost only \$1.05 per Week
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HORTICULTURE

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXII

DECEMBER 23, 1920

No. 21

THE TALK OF THE TRADE

I have noticed an increased interest in gladiolus for forcing purposes this year, and I can't see why this increase in planting is not justified. The gladiolus I believe has turned a good margin of profit to the growers who forced them the past few seasons. And the all-important point is to select those varieties that give a good percentage of bloom. Of course, together with this point we must not forget that well ripened bulbs are very necessary. A good plan is to spread the bulbs out in a warm, perfectly dry place, such as the boiler shed, and leave them there for a week or so before planting. This encourages a quick start and a somewhat earlier blooming season.

I have many times before advocated Primulinus Hybrids as one of the best sorts for profit. The blooms are not so large, but two to four blooms may be had from a bulb, and there is a good steady call for flowers of this type. I will mention a few of the other varieties which have been demonstrated good for forcing. Of course America is always well thought of. It forces readily, and the blooms are in demand, bringing pretty close to top notch prices. The variety Mrs. Watt is not so generally mentioned as a good forcing sort, but I find that those growers who have tried it out have averaged very well. In fact, in some cases it has produced a better percentage than even America. It finds

a ready sale, as its rich, American Beauty color takes well the flower stems are well set up. In length of stem it is medium, and nearly all of the flowers open at one time and are set well together.

In whites there are several, namely Chicago White, Augusta, Lily Lehman, Lily White and May. The latter I had not heard about until the past season, but it showed up very well and is one, I think, well worthy of attention.

Among the various shades of pink sorts I would mention Halley, Independence, Mrs. Francis King, Panama, Pink Beauty and Willy Wigman. Other varieties which have been tried out for forcing and found satisfactory are Klondike, clear yellow; Niagara, a little deeper yellow than the former; Delice, a very clear pink; and Glory



F. R. Pierson's Model Store at Tarrytown, N. Y.

of Holland, white shading to light pink.

Plantings of gladiolus at the present time would indicate a supply of blooms early in the spring fully up to the average, if not ahead of other seasons.

J. W. Minott & Co., of Portland, Me., have an exceptionally fine lot of Cyclamen plants in 6, 7 and 8-inch pots, particularly well flowered, and they are fortunate in having such a good supply for their store trade. In fact, there are several hundred plants which are to be wholesaled beyond the orders already booked. It is stock of good quality and is a credit to the Minott Co. I was also pleased to find their place in general in such good condition. Some of the carnation planting was made late, but a large part of the stock is heavy and carrying good crops, and there will be a steady cut from now right into the spring. Mr. Minott is very well pleased with White Delight. He has a bunch of it in very good condition, and it is evidently a sort which takes kindly to his growing conditions.

Carnation growers will be pleased to know that Dorner & Sons are putting out a new red carnation called Happy Day. It has all the ear marks of a good sort, an excellent bright red shade, clean grower, and is evidently one of the kind that will turn out not only good quality blooms but plenty of them, as it breaks away quickly, and as I have seen it several times during last winter it keeps busy all the time. S. J. Goddard, of Framingham, Mass., has a batch of it growing so that those in the east who are interested can go there and look it over.

Growing Callas in spots has been the general method for cut flower purposes, and not until I saw a house of Godfrey Callas at James Wheeler's place in Natick, Mass., had I seen them growing in solid beds or right on the ground. He has his Godfrey callas planted right into the soil in the ground, without any beds being prepared at all, and they have turned out a fine crop during last year, and evidently will do equally as well this year.

Quidnick Greenhouses, of Anthony, R. I., are growing a house of Calla Aethiopica, planted right into solid beds. This is also the second year with this method of culture, and it is a decided success. They are cutting heavily at present, with an excellent showing of buds coming along, and the blooms are of good size and bring top prices in the market.

Since writing the paragraph about John J. O'Brien's plan of having attractive plants along the sidewalk in front of his store on Beacon St., Boston, I have been interested to observe that the practice is being continued even in the winter months, and the evergreens standing outside the building add much to the general appearance of the store, and undoubtedly are a source of business. The more attractive flower stores can be made, the better the opportunity there is for increasing trade.

Perhaps so much attention was never given in the past to the beautification of retail stores as at the present time. Florists are beginning to learn that the general appearance of their premises is a big item in their success, and this fact is being stressed at the conventions. Of all the stores I have seen, though, none has impressed me more than that of F. R. Pierson, of Tarrytown, N. Y. Of course it is impossible for all florists to have such commodious or pretentious quarters, but to a certain extent they can approximate the air of refinement and restraint which makes this establishment unique among florists' shops.

I was interested to learn that the Oakes Greenhouse in Westfield, Mass., recently observed the fiftieth anniversary of its existence. This long established business is well known in the western part of the state, and is flourishing finely under the management of Mrs. Katie H. Cartter, the present owner, who is a daughter of William N. Oakes, who established the business in 1870. It is seldom that a store remains so long in one family, and it is pleasant to find that Mrs. Cartter is upholding the traditions of the business in showing all the enterprise of a modern florist.

NEW YORK FLORISTS' CLUB

The New York Florists' Club has elected the following officers: President, I. S. Hendrickson; vice-president, Roman J. Irwin; treasurer, W. C. Rickards; secretary, John Young; trustees, Joseph A. Manda, Anton Schulthesis and Percy B. Rigby.

Alfred Hunt, of Norwich, Ct., has sold his greenhouses to Carl O. Johnson. This is an old establishment, the business having been started by R. H. Goldsworthy about thirty years ago. Mr. Johnson, the new owner, has been employed in several large greenhouses, including A. N. Pierson's at Cromwell, Ct.

LILY BULBS

Giganteum from Chicago, Denver, Toronto and New York. Hardy varieties and Formosum from New York.

New crop—write for prices.

FOR FALL SHIPMENT, 1921

French Bulbs, Dutch Bulbs, Lily Bulbs, Valley Pips, Manetti Stocks, Palm Seeds.

FOR IMMEDIATE SHIPMENT

T. R. Begonia and Gloxinia Bulbs, Bamboo Stakes, green and natural Raffia, natural and colored. Write for prices stating your requirements.

McHUTCHISON & CO. 95 Chambers St.
NEW YORK

BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS

RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

Nephrolepis Norwood

Best Crested Fern

4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

ROBERT CRAIG COMPANY, PHILADELPHIA, PA.

E. W. FENGAR

CHRYSANTHEMUMS

147-187 Linden Ave.
IRVINGTON, N. J.

Burpee's Seeds Grow

Wholesale Price List for Florists
and Market Gardeners

W. Atlee Burpee Co.
Seed Growers Philadelphia

Specialty Xmas and Easter

Potted Plants

TO THE TRADE ONLY

A. L. MILLER

JAMAICA - - NEW YORK

Men I Like to Meet



WILLIAM SIM

As a grower of novelties there are few who have made the reputation of William Sim. Not only in flowers but in vegetables has he made his mark. Early sweet corn, tomatoes and potatoes might be mentioned in particular as very successful crops with Mr. Sim, and his tomatoes under glass have been a decided success. In the past few years, however, he has handled no vegetables under glass.

There was a time when Mr. Sim was thought of first when anyone mentioned either single violets or sweet peas. The blooms of the sweet peas which came from his place and were shown at the various shows, particularly through the east, were eye-openers to many growers in their day, and no one can forget the strain of pansies which he worked out. His pansy blooms shown at the First National Flower Show in New York were an attraction to everyone. The last of his novelties was the Polyanthus. Mr. Sim selected and improved on this flower and brought it up to a high point of perfection.

Now, however, nothing is grown in his range of glass except carnations, and with the usual Sim success the houses are full from end to end with heavy plants, and cutting great crops, especially for this season of the year.

It is always a pleasure to call at Cliftondale and go through Mr. Sim's houses and talk with him, not only about the crops that may be there, but about anything connected with the

Headquarters for Holiday Supplies

HOLLY BOXWOOD LAUREL
PRINCESS PINE IMMORTELLS

(Ask for Special Xmas List)

CHICAGO VAUGHAN'S SEED STORE NEW YORK

FARQUHAR'S UNIVERSAL MIGNONETTE

This Mignonette is considered to be one of the finest for the greenhouse, and has received many Awards where exhibited.

It produces enormous sweetly scented spikes of reddish-green flowers, which are greatly in demand for cutting.

1-4 oz., \$4.00; 1-8 oz., \$2.00; 1-16 oz., \$1.00

R. & J. Farquhar Company, Boston, Mass.

EVERYTHING IN CUTTINGS AND
SMALL POT PLANTS
MAGIC HOSE SEEDS AND BULBS
NICO FUME

ROMAN J. IRWIN

IMPORTER

43 West 18th Street NEW YORK

SEEDS AND BULBS

Boddington's

128 Chambers St., N. Y. City

School of Horticulture for Women, Inc.

(18 miles from Philadelphia)

AMBLER, PA.

Offers Two-Year Diploma Course fitting women for self-support or oversight of own property, beginning January 17, 1921. Practical work in greenhouses, gardens, orchards, poultry plant, apiary, jam kitchen. Lectures by competent instructors.

ELIZABETH LEIGHTON LEE
Catalogue Director

trade. He is an all-round gardener and a delightful man to meet in a social way.

W. E. MARSHALL & CO.

SEEDS, PLANTS AND BULBS

Horticultural Sundries

166 W. 23rd St., NEW YORK

STUMPP & WALTER CO.

Seeds and Bulbs

30-32 Barclay Street

NEW YORK CITY

SEEDS, BULBS, PLANTS

JOSEPH BRECK & SONS, CORP.

47-54 North Market Street

BOSTON, MASS.

RAMBLING OBSERVATIONS OF A ROVING GARDENER

There have been many conflicting statements about the success with which the Christmas rose can be made to bloom at Christmas. There are times, though, when this flower can be found in full bloom at Christmas time, even in states farthest north, as is shown by a report made by Mary Earle Hardy in the *American Botanist*. Miss Hardy, who lives in Michigan, says that last Christmas day she dug away the snow and gathered an exquisite bunch of Christmas roses which were nestled among the thick evergreen leaves of the plants and the drifted leaves of the deciduous trees growing nearby. The temperature was only a little above zero, and after the flowers had been picked they were dropped into a pan of cold water as some of the stems were stiff from frost. Kept in a cool room the blossoms retained their loveliness for two weeks.

As Miss Hardy points out these flowers are not roses at all, but instead, belong to the widely related Buttercup family, and are scientifically

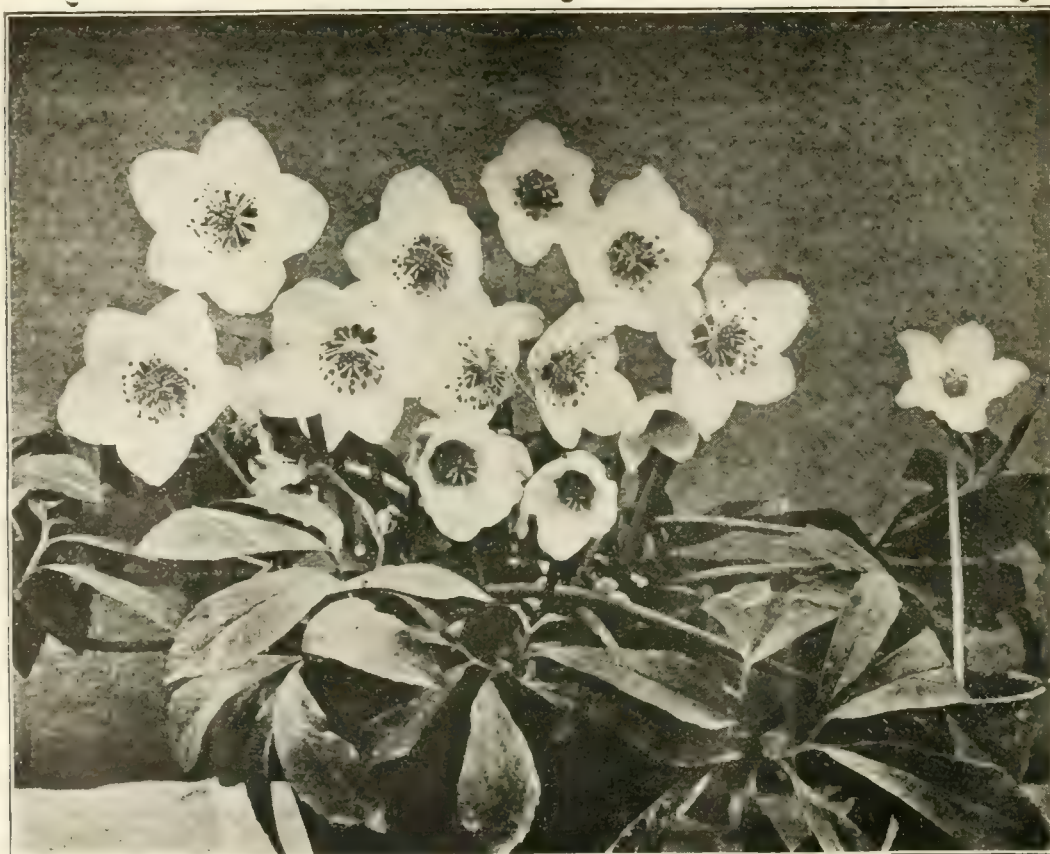
named *Helleborus niger*. They come to us from over the sea, being little mountain climbers and loving best the rugged and wooded defiles of the southern Alps and Apennines. Their blossoms are waxy white, lightly touched here and there with the faintest flush of pink. Their petals are scarcely observed, except by those who carefully study the construction of the flower, being exceedingly small and strangely twerked into tiny two-lipped alabastrons holding the faintest of perfumes. What we call the petals, are the five waxen sepals which give the flower a breadth of two to five inches when spread. When not expanded, these assume the shape of a most exquisite little cup.

The name *Helleborus niger* has reference to the black root of the plant; and with curious wonderment we wish we knew the why and how that so black a root bears so white a flower. After the flowers have passed their youthful grace and bridal beauty the waxen petal-like sepals, take on a shade of green, while their seeds slowly mature.

Apropos of what I wrote recently about the Formosan Conifers, the following from the pen of a writer in *The Gardener's Chronicle* is interesting:

"I was fortunate enough to see these wonderful trees in 1912, and described them in a short paper on the 'Forests of Formosa' in the October issue of the *Journal of Forestry*. I do not know whether Mr. Bean or Mr. Wilson is responsible for the name 'Formosan Redwood' which is given for the remarkable tree, *Taiwania cryptomerioides*, but if it implies any resemblance to the Californian Redwood it is not appropriate.

The excellent photograph of a young tree, taken, I presume, by Mr. Wilson, gives no idea of its appearance when mature, and the tree which I thought it resembled most nearly, is the Chilean *Araucaria*, which I have also seen in its native forest. The largest specimen that I measured stood in 1912 close to the post office at Arisan, and was beautifully photographed by Mr. Price, who, I hope, will soon publish the account of his botanical explorations in Formosa, which were interrupted by the war. This tree measured 190 ft. high by 24 ft. in girth, and it may well be that taller ones exist. But even if it attains 200 feet it would not be the tallest of the Old World Conifers, as I measured in Sikkim a



The Christmas Rose (*Helleborus niger*)

fallen tree of *Picea spinulosa*—better known as *P. morindoides*—which exceeded 220 feet.

"I believe that trees as tall as *P. Morinda* exist in the N. W. Himalaya. I very much fear that this wonderful tree will not prove hardy in Great Britain or in New England, as the climate of Arisan was in February, at the coldest season of the year, very mild compared with the winters here or in Japan."

The New York Botanical Garden is doing for the New York public in a lesser way what Mr. A. C. Burrage has been doing for flower lovers of Boston in displaying rare and interesting orchids. In one part of the greenhouses a large display of orchids has been gathered together, running through the long list of species. Among the flowers which have attracted special attention has been *Vanda Sanderiana*, from the Philippines, named for the horticultural firm of Sander. Another interesting flower, helmet shaped, is a Costa Rican orchid, pure yellow, with fine delicate veined markings. *Vanda coerulea*, the nearest approach to a blue orchid, is also shown. The display was so good and so unusual that the New York Times gives it a column description in one of its Sunday editions.

I am informed that Mr. E. H. Wilson, the famous plant scout of the Arnold Arboretum, is now in Australia, a recent letter having been received by Professor Sargent dated at Perth. Mr. Wilson reports beautiful weather, with flowers on every hand. He speaks of many interesting matters which have come to his attention, and apparently will have considerable good material for the Arboretum when he returns.

AMERICAN SEED TRADE ASSOCIATION

At the recent meeting of the Executive Committee of the American Seed Trade Association, it was decided to hold the next Convention at St. Louis, Wednesday, Thursday and Friday, June 22-23-24, 1921. The selection of hotel headquarters has been left to a committee on arrangements headed by Clifford Corneli. Those in attendance were Pres. Hastings, Secretary Kendel and Messrs. C. C. Massie, Kirby B. White, and Leonard Vaughan.

Norman C. Reed has been made manager of the Flower Shop at 68 Shenango St., Binghamton, N. Y. This establishment is owned by Stanley C. Barnes.

IF IN NEED OF RELIABLE NURSERY STOCK

that is well grown, well dug and well packed

Send to the **BAY STATE NURSERIES**

Wholesale and Retail

NORTH ABINGTON, MASS.

PLEASE YOUR CUSTOMERS

by furnishing them with

**Framingham Evergreens, Trees,
Shrubs and Roses**

FRAMINGHAM NURSERIES

Framingham, Mass.

We are Headquarters for the BEST OF EVERYTHING IN VEGETABLE SEEDS

With our Stock Seed Farm at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN AND VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO., Cambridge, N. Y.

"Seeds with a Lineage" All Varieties
Thoroughly tested at our trial grounds, Raynes
Park, London, England. Send for Catalogue
CARTERS TESTED SEEDS, Inc. 166 Chamber of
Commerce Bldg. Boston, Mass.

GARDEN SEED

BEEF, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS

82 Dey St., NEW YORK and ORANGE CONN.

**When Writing to
Advertisers Please
Mention
HORTICULTURE**

Little Talks on Advertising

LITTLE TALKS ON ADVERTISING

W. H. Englebach of Memphis hit the nail on the head when he said at a recent convention: "Keep something before the public at all times. Our customers, patrons, friends, prospective patrons, customers and friends, must not be given an opportunity to forget what we sell, because I feel we owe them the obligation to keep them informed."

This is the keynote of a successful advertising campaign. Intermittent advertising is better than no advertising at all, but by no means meets present-day business methods. It is the persistent advertiser who wins. The best medium is, of course, the newspaper. As Mr. Englebach said: Newspaper advertising excels all others. And if you will stop to consider you can easily understand what a short cut to countless thousands of people newspaper advertising is.

But newspaper advertising is not the only kind, as Mr. Englebach pointed out when he said: "I have also a hobby and in advertising my hobby is 'direct advertising.' And I will say, the timely use of mailing folders, cards, etc., sent out just previous to holidays or events, also bring a ready response in orders. You are all more or less familiar with the kind of advertising I mean. I mail this advertising to our customers only, as I have no prospect list, and as quickly as we win new customers I add them to my mailing list."

During the past two seasons we used

the service of the C. E. Falls Service Company for our direct mail advertising and with the good results I have aforementioned."

Finally there is window advertising, which is not to be overlooked, by any means. An example is to be found in the experience of Mangel, the Florist, 17 East Monroe street, Chicago. Mr. Mangel arranged a window with such success that it was given the following write-up in a newspaper, publicity of the best kind:

"Ask the small newsboy on the street to direct you to Mangel's and he will instantly reply, 'Oh, dat's the guy who's got all dem ducks,' and furnish you definite instructions how to get there. Ask the head waiter in one of the fine restaurants and he will tell you, 'Certainly, right next door to the Palmer House, on East Monroe street. You will know it by the ducks in the window.' Or inquire of the wife of a gold coast millionaire and she will exclaim, 'Oh, my dear, you re-a-l-l-y must go there. They have the sweetest ducks in the window. They are perfectly charming.'"

The Mangel windows are dressed two or three times a week and the huge unit is always filled with some seasonal flowers—peonies, dahlias, asters, chrysanthemums, roses or carnations. Sometimes the water in the front of the window has water lilies blooming in it, at other times branches of oak trees or foliage of some kind. The back of the window is built up with portions of tree bark, while water

Want a Good Safe Cheap?

Here is a chance for any florist to get a good safe for his records and valuables at a bargain. The Pennsylvania Horticultural Society has decided to use steel filing cases for its records, and will sell its two safes at a nominal figure.

No. 1—23 in. deep, 40 in. wide, 43 in. high. Marvin Old Style.

No. 2—26 in. deep, 26 in. wide, 40 in. high. New Style Marvin.

Expert safe men say the old style lock is really the best of the two; but both are good. Can be seen at room 606 Finance Bldg., Philadelphia, 10 A. M. to 4 P. M.

DAVID RUST, Sec'y.

CYCLAMEN SEEDLINGS

3 to 5 leaves, ready January 1st

	German Strain	100	1000
Best Red, Very fine	\$8.00	\$70.00
Glory of Wandsbek	8.00	70.00
Perle of Zellendorf, Pink	8.00	70.00
Rose of Zellendorf, Rose pink	8.00	70.00
Wonder of Wandsbek	8.00	70.00
Bright Pink	8.00	70.00
White with Eye	8.00	70.00
Bright Red	8.00	70.00
Rose-Pink	8.00	70.00
Pure White	8.00	70.00
Seedlings, extra select	9.00	\$5.00
Purchaser's selection of varieties, \$5.00 per 1000 extra. Quotations on pot plants on application.			

MANETTI STOCKS

English 1000
Best grade for grafting.....\$60.00

C. U. LIGGIT

Wholesale Plantsman
Bulletin Building PHILADELPHIA

from a miniature waterfall percolates through the stones and mossy banks to the brook itself, kept fresh and clear by a continual stream from a convenient pipe.

"A large slab in the center of the window, placed across the stones, with an artistic drapery of emerald or amethyst, or crimson velvet, bears bouquets of violets, or tearoses, or lilies of the valley; or graceful vases of roses, carnations or narcissus.

"Do the ducks sell flowers?

"Tell it to the world they do," says Mangel.

"As the Englishman who was buying a 'bookay' said recently, 'I really don't want these flowers tonight, but I couldn't resist seeing those jolly little beggahs again before I'm off for home, England? Yes, how did you know it?'"

DAHLIAS

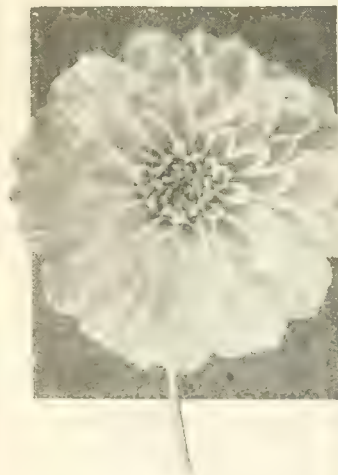
FIELD GROWN ROOTS

FOR

SEEDSMEN, NURSERYMEN
and FLORISTS

The popularity of this flower is steadily on the increase—witness the tremendous success, last September, of the New York Dahlia Show, when the roof-garden of the Hotel Pennsylvania was crowded for three consecutive days.

From my stock of over one thousand varieties I am able to select for you a complete and well balanced list of both commercial and new varieties. I shall be pleased to prepare such a list upon request.



J. K. ALEXANDER, *The Dahlia King*

LARGEST DAHLIA GROWER IN THE WORLD

32 Central Street, EAST BRIDGEWATER, MASS.

George Watson's
Corner

"You in your small corner and me
in mine."

Sweet peas have suffered from the dull weather and the flowers have been so affected that a large proportion dropped from the plants before cutting. Some of the growers figure their losses for two weeks as running into the thousands. One claimed a direct loss of five thousand dollars, another placed his at two thousand, and so on according to the size of the place. There are some fine cuts of Premier Roses promised for the holidays, and the American Beauty growers say their crops are just right. Everything looks promising all along the line for a good Christmas trade.

James Brown, the Coateville florist, sent to the Pennock market on the 6th inst. a specimen of a twin flowered Calla which attracted considerable attention. The junior Brown says they are trying to outdo Burbank, and if this new creation makes a hit they will endeavor to perfect the process and grow them for the Philadelphia market. Brown senior we know well. He is a bit of a joker. Junior seems to be a son of his daddy all right. Twin Callas of the Siamese twin brand make good Barnum or movie stuff, and there are always ginks willing to gape.

Alfred M. Campbell is to be congratulated on the fine roses coming in from his Hatboro place. Among them are the best double white Killarney we have seen this season. His grower must be "some boy."

Steve Mortensen is another of "the boys" we are proud of these days. His crop of Premiers are worth going a long way to see.

Commodore Westcott had a birthday on the 16th. The boys of Ludlow street sent him a beautiful floral offering in roses and chrysanthemums, and there were innumerable telegrams and other mementos from all parts of the country, all of which made the old gentleman feel very good—so that he had to raise one arm high—taken from his good lady's medicine reserve—and drink to everybody in return, at high noon. Many happy returns, John.

The American Peony Society held its semi-annual executive session in Philadelphia, December 11th. The

Michell's Flower Seeds

BEGONIA			VERBENA		
	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Semperflorens Vernon\$0.50	\$5.00	Mammoth Fancy Blue30	1.75
Semperflorens Mixed50	5.00	Mammoth Fancy Pink30	1.75
Gracilis Luminosa40	Mammoth Fancy Scarlet30	1.75
Gracilis Rosea or Alba30	Mammoth Fancy Striped30	1.75
Gracilis Prima Donna50	Mammoth Fancy White30	1.75
			Mammoth Fancy Mixed30	1.25

CENTAUREA			VINCA		
	1000 seeds	Oz.			
Candidissima\$0.40	\$2.00	Alba15	.75
Gymnocarpa20	.75	Alba Pura15	.75

LOBELIA		
	Tr. Pkt.	Oz.
Crystal Palace Compacta\$0.40	\$2.50
Crystal Palace Speciosa20	1.00

SALVIA		
America (new)50	4.00
Bontire40	2.50
Splendens25	1.50
Zurich50	4.00

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed

1,000 Seeds\$4.00
5,000 Seeds19.00
10,000 Seeds36.00
25,000 Seeds85.00

Larger quantities quoted on application

Also all other Seasonable Seeds,
Bulbs and Supplies. SEND FOR
OUR HANDY ORDER SHEET FOR
SEEDS AND BULBS.

MICHELL'S SEED HOUSE

518-516 Market Street PHILADELPHIA, PA.

MAINE SUNSHINE

WHITE DELIGHT

Strout's Splendid New Carnations

They have carried the trade by storm

MAINE SUNSHINE		WHITE DELIGHT	
Rooted cuttings..	\$15 per 100	Rooted cuttings..	\$12 per 100
" "	\$120 per 1000	" "	\$100 per 1000

STROUT'S, Inc.

Biddeford, Maine

discussions were very animated, and the meeting lasted from 9 a. m. to 10 p. m.—an honest day's work—and no overtime allowed. Among those present were: Lee R. Bonnewitz, Van West, O., president; A. H. Fewkes, Newtown Highlands, Mass., vice-president; A. P. Saunders, Clinton, N. Y., secretary; A. H. Scott, Chester, Pa., treasurer; and three of the directors, Bertrand H. Farr, Reading, Pa.; R. T. Brown, Queens, N. Y., and James Boyd, Haverford, Pa.

Any florist just starting in business needs a safe for his office valuables. A good opportunity to get a good one at a bargain is open at present as the P. H. S. have decided to use steel files for their registers, etc., and will dis-

pose of the two safes heretofore used. See their advertisement in another column in this issue.

Among recent visitors: The three good Gude boys, Adolph, Jr., and his two brothers; Harry P. Payne; Arthur Schaeffer; Mr. White of the Marche Co., and Mr. Baur of the Pennock Co., all of Washington, D. C.; Thos. Templeton, Penn Floral Co., Kingston, Pa.; W. H. Fox, Parkerford, Pa.; John Perry, Baltimore, Md.

August Stolz, of Passaic, N. J., has old his greenhouse on Clifton avenue, to the DeDaum Co. of Ridgewood. A. W. and E. M. Welch, of Hartford, Ct., long in the florist business, have opened a new store at 89 W. Main St.

CHRISTMAS PLANTS

Cyclamen, \$1.50 and up; Begonias, 50c to \$2.50 each;
Poinsettias, single, 35c, 50c, 75c each.

FERNS

Scottii, Verona, Boston and Roosevelt, 50c to \$2.00 each.

FRANK EDGAR, Waverley, Mass.

Telephone, Waltham 1324-R

Wollrath & Sons

Plant Specialists

POINSETTIA, single and made up pans. Quality
unsurpassed

CYCLAMEN — BEGONIAS

Christmas Stock of all Kinds in Fancy Grades

Come and Inspect Our Stock. Never in Better Condition

139 Beaver Street -- WALTHAM, MASS.

William W. Edgar Co.

FLORISTS

WAVERLEY, MASS.

Telephone, Belmont 600

ORANGES
(10-20 fruit per plant).....\$0.50 fruit

PRIMULAS
Obconicas, 5-inch.....\$0.75 each
Chinensis, 5-inch......75 "

CHERRIES75 "

BEGONIAS: Melior, Cincinnati
and Peterson
3½-inch\$0.50 each
5 -inch 1.00 "
6 -inch 2.00 "
6½-inch 3.00 "

CYCLAMEN
5 -inch\$1.00 each
6 -inch\$1.50 to \$2.00
6½-inch 2.50 to 3.50

POINSETTIAS

3 -inch\$0.25 each
3½-inch35 "
4 -inch50 "
5 -inch75 "
(2 branch)..... 1.25 "
(3 branch)..... 1.50 "
6 -inch Pans.....\$1.50 to \$2.00
8 -inch Pans..... 2.50 to 3.50
9 -inch Pans..... 3.00
10 -inch Pans..... 5.00

PAPER WHITE NAR.

Cut\$10.00 per 100

HEATHS\$2.00-\$10.00 each

EUPHORBIA, 8-inch Pans.....\$3.00 each
Cut\$4.00 per doz.

PALMS, FERNS, ETC.

FLORISTS' FLOWERS IN EUROPE

Blooms Plentiful and Cheap—Some
Peculiar Ways in Which They
Are Handled

Mr. Sidney Bayersdorfer of Philadelphia, who is very familiar with conditions across the water, gave the Tennessee State Convention a very interesting account of the situation as he found it on his most recent visits. He said:

"I arrived in London on August 3rd, 1919. The first thing that struck me as I was going up to the Savoy hotel was a florist shop. I looked in and found the shop selling hothouse fruit and baskets, made up of both fruit and

flowers. Going about London I found the same thing everywhere. Almost all of the good florists are handling fine fruits in connection with their flowers.

"From England I went to Holland. Holland has fairly modern flower shops, and they are using many baskets. Of course Holland has beautiful flowers.

"I got my passport into Germany, after a great deal of trouble. Being in the enemy's country I was rather worried. I reached Berlin at two o'clock in the morning, but could not sleep much, so arose early. The first thing I did was to visit the florists shops, although I thought that due to

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Rouffire40	2.50
Splendens25	1.50
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VERBENA

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the war, and on account of the lack of business, they would all be boarded up.

"My impression of the first flower shop was wonderful. The windows were full of flowers; one window was filled with floral wreaths for funerals. It is quite a custom in Europe to show the funeral wreaths in the shops. They do this all through France, Holland, Belgium and Germany. They always have natural designs in stock.

"In Europe the wreaths are not made on wire frames, but on sticks or hoops, and wound around to make either a crescent wreath, which is very gracefully made, or the entire wreath. Most funeral wreaths average from three to seven feet in diameter. They do not make the fancy things we make in this country; their main thing is wreaths. Europe caters to funeral work in preference to any other type of work.

"To get back to the first flower shop I saw in Germany. The window was filled with fine draperies, beads of amber and other fine texture. I went into this shop and saw the proprietor, who told me that during the entire war they did a wonderful business. His business has increased three times over what it was prior to the war, the reason being that the people had lots

of money, especially the working class, and not being able to spend it on food, as there was none to be had, spent it on flowers.

"The florist shop in Germany has improved considerably since I was there prior to the war. They have all the material and the flowers to make up most beautiful work, yet have not the artistic arrangements the florists in the United States have. I showed them all of our ideas; some took to them and some did not. I told them about the baskets used for funerals in this country. Some laughed, others took it seriously and are going to try it. This I told to the florist in France and all the other countries I visited.

"Tins are used very little in baskets. They make most baskets very flat, with short stemmed flowers. Flowers are put close and compact, with very little greens among them.

"On my second trip in May, 1920, I went to Weimer. Weimer was the center of the Socialist Party and is one of the oldest towns in Germany. There I went to see a man named Dorner, a carnation culturist. Mr. Dorner learned his business in America, from Dreer and other United States florists. This man did business all during the war, cultivating new ideas in carnations. The stems of some of the carnations I saw there were, without exaggeration, four feet high, and the flowers were in various combined colors, such as lavender and pink, yellow and lavender, etc.

"Mr. Dorner pinned a white carnation on me. It just came to me that it was Mother's Day. I told him about it, but he thought it could not be done in Germany. I said, 'It is done in America, so I do not see why you cannot do it here. It would be a big sale for your carnations.' He is going to try to start it.

"He showed me his greenhouse, which is the old-fashioned kind. In fact, in all Europe, there are no greenhouses like in America. He asked me to send him some nicotine, which is very scarce. There is very little of this in Europe.

"An interesting thing about Germany is that you find flowers in every house, poor or rich. They have window-boxes in the smallest alleys. I have gone into the houses of the poor working class and found plants and cut flowers around. This was encouraged during the entire war.

"During the war they encouraged giving birth to children, and the florists always had some novelties to send to the newborn boy member of the family. A girl was not important. One of the novelties I picked up had on it

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in German: 'Another soldier for Hindenburg.' This man told me he sold over a thousand of these; and they were quite expensive.

"I happened to be in France on Decoration Day, when they were placing wreaths on the graves of the distinguished Americans. Also a great many Americans were sending their families wreaths. I tried to help a few of the florists make up these wreaths and found that they would not have them our way. They made them up on frames, in the manner I spoke of before. They were made of cedar, beech sprays and oak wound around big hoops, and at the bottom sprays of orchids, lilies, carnations and roses, making a wreath at least six feet in diameter, at \$25.00. Of course, the exchange is low in France, about one-third of its original value.

"Another thing they use in France, of which any of the boys that were over there can tell you, is beaded wreaths. Each florist carries an enormous stock of these beaded wreaths. They are made from glass beads, in various colors. I went out to the cemeteries and almost every grave had from one to two dozen wreaths on it. The bodies are buried above the ground in France.

"I went from there to the south of France, Toulon, where the bulbs come from, and found that the farmers down there have gotten together and are holding the price of bulbs way up, saying the Americans have plenty of money and can pay for them. It is a beautiful sight. Flowers from the south of France are shipped everywhere; England, Northern France, Belgium and Switzer-

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Penn
The Florist

BOSTON, MASS.

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land, for they grow in such abundance that they only need help to pick them. They are put in big hampers and sent to the market at so much a hamper.

"Summing up the entire conditions in Europe, I would say that although the floral business originated in Europe, today the United States are far superior in this trade."

GROWING MATERIAL FOR THE FLORIST TRADE

How the Nurseryman and the Florist May Work Together

The editor of the American Nurseryman thinks that the proper co-operation between the nursery and florists' trades has never been developed to the extent that would seem called for by their close connection, but says the fault seems to be rather on the side

of the nurserymen, as they are to a great extent the growers of the raw materials which the florist works up into a condition for the consuming public. He continues:

"There are many florists who also do a nursery business—in fact, try to cover the whole scope of Horticultural Art from making a funeral design or decorating for a society function, to laying out an estate, and perhaps in fewer instances the same may be said about the nurserymen.

"There is no reason why they should not if their organization is big enough to carry experts to compete with specialists in the various lines.

"But this is an age of specialists, and usually all the concentration and skill available is necessary to carry on one branch of the business successfully.

"With the shutting off of the foreign

supply of what might be termed the raw material in the way of plants for forcing, it opens up a big field that is in the province of the nursery grower. It remains to be seen if the nurserymen proper will force the florists' trade to grow its own material. While it is foolish to attempt to draw an arbitrary line between the florist and nurseryman, the fact remains there is a recognized province for each, due to the fact that the florist trade is largely one of greenhouses and stores, while the nursery trade is growing upon acreage.

"The nursery trade should plan to propagate all the plants the florists need, and bring them to the stage desired, which is usually 'ready to be forced.' It is only necessary to recall the large quantity of Rhododendrons, Azaleas, Deutzias, Roses and other hard wooded plants, that used to be imported to realize the immense demand for early spring blooming subjects the florist needs in his business. Unless it is available the florist trade will either grow them itself, or substitute bulbs, herbaceous and what is generally known as greenhouse plants for the winter demand for plants for interior decoration.

"There is no doubt the florist trade will develop its own growers of greenhouse plants, that were formerly imported. Its equipment is along the line necessary for the production of this class of plants, but for the propagation and material of woody plants the nurseryman is in the best position to give the florist what he needs.

"There are endless ways in which the florist trade could be catered to to the advantage of both trades. Evergreens for winter is one of them. Few nurseries make any special effort to give the florist trade all it needs in tubbed evergreens for porch decoration or small evergreens for window boxes, or cut evergreens for interior decoration, yet there are many beautiful subjects practically unknown to

NOW MOVING

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APPLES. Good list of varieties.

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CHERRIES, Early Richmond and Montmorency.

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H. P. ROSES and CLIMBERS.

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General assortment; some scarce varieties like Hydrangeas and Weigelas.

AMPELOPSIS Veitchii. 1-year.

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BARBERRY Thunbergii. Seedlings. Largest stock in the world.

BARBERRY Thunbergii. 3-year, 2-3 feet and 18-24 inches.

CALIFORNIA PRIVET, 2-years, well branched, 2-3 feet and 18-24 inches.

IMPORTED FRUIT and ROSE STOCK. Quoted f.o.b. Manchester.

FRENCH APPLES, 7-12 grade.

ENGLISH MANETTI, 5-8 and 4-5.

FRENCH MANETTI, 5-9.

Write for Bulletin, giving quantities and prices.

C.R. BURR & COMPANY, Manchester, Conn.

the florist that could be grown in quantity for the purposes of cutting.

"There may be reasons why the Southern Smilax, Holly Galax leaves, Laurel, Ferns, Mahonia, etc., are gathered from the wild and shipped long distances in such quantities, but those reasons are not complimentary to the enterprise of the nursery trade, and this source may be permanent but it is very much like wasting natural resources.

"Then there is a big field in ornamental berried plants, the florist trade knows very little about, and it is up to the nurserymen to show them. One can almost imagine the sensation a big supply of *Celastrus scandens*, *Ilex verticillata*, deciduous *Euonymus*, would cause if it were available in quantity and in prime condition for the florist decorating trade."

CHICAGO FLORISTS' CLUB

At the last meeting of the Chicago Florists' Club the following new members were elected:

Albert Schmidt, grower, Melrose Park, Ill.; Wm. A. Hansen, wholesale florist, 169 North Wabash avenue; Herbert Hansen, wholesale florist, Charles W. Erne, wholesale florist, Walter Stoklos, wholesale florist, Jack Byers, wholesale florist, and Maurice Grossberg, supplies, all of 30 E. Randolph street; John Cook, superintendent Mt. Greenwood Cemetery Greenhouses, Morgan Park; Arthur B. Dietsch, greenhouse manufacturer, 2640 Scheffield avenue; James Sykora, grower, Batavia, Ill.; F. W. Kuhlman, grower, Maywood, Ill.; V. A. Kohout, grower, 3212 West 22nd street; C. E. Shreve, allied trades, 3260 W. 31st street; Leonard Engels, grower, 1249 Marianna avenue; John McNeely, wholesale florist, 174 N. Wabash avenue; Earl Poehlman, grower, Morton Grove, Ill.

It is interesting to state that the new rose American Legion exhibited by Poehlmann Bros. is a cross between Milady and Hadley. This rose was originated with Ed. Towill of Roslyn, Pa.

A rose exhibited by the same company is a yellow rose similar to Ward. It is as yet unnamed but for the present same is being called Phantom.

The election of officers for 1921 resulted as follows: President, Joseph Kohout; vice-president, A. T. Pyfer; treasurer, A. H. Schneider; secretary, F. Lautenschlager; trustee, August F. Poehlmann.

The Chicago Florist's Club in response to communication received from Secretary Young of the S. A. F. & O. H. recommends either of the following as State Vice-president for

Northern Illinois: Paul E. Weiss, Joseph Pollworth, James Morton.

By unanimous action it was decided that the Chicago Florists' Club request representation on the Board of Directors of the S. A. F. & O. H. in accordance with the By-laws of the National Society.

BOSTON FLORISTS ASSOCIATION

The Florists' Association of Boston has elected the following officers: President, Birket F. Letson; vice-president, Frank Gibbs; treasurer, F. E. Palmer; secretary, William Thurston; financial secretary, Frank Edgar; members of the executive committee for three years, Henry Penn and E. S. Gorney.

CHANGES AMONG GARDENERS

John Dervau has become gardener to L. M. Sockett at Louisville, Ky. Other changes are as follows:

Charles Swain becomes gardener to William Crawford, Bridgehampton, L. I.

Louis Kay is now gardener on the L. B. Price estate, Greenwich, Conn.

Edward Harding goes from William du Pont, Montpelier, Va., to the estate of F. W. Borchers, Elkton, Md.

Alexander Douglas is gardener on the Leroy Frost estate, Nyack, N. Y., succeeding William Allen.

William Allen has accepted the position of gardener on the Pratt estates, Glen Cove, L. I.

Robert Budd has been gardener to H. T. Bradner, Gates Mill, Ohio.

George Wood is the new gardener on the L. C. Ledyard estate, Syosset, L. I.

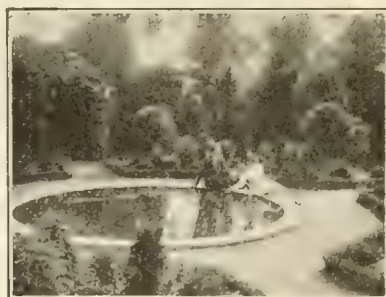
Irving Schofield is now gardener to D. S. Walton, East Orange, N. J.

Ewen MacKenzie has secured the position of gardener to Morton H. Meinhard, Port Chester, N. Y.

BRECK'S MUTUAL BENEFIT ASSOCIATION

The Mutual Benefit Association of Joseph Breck & Sons, Inc., Boston, has re-elected its old board of officers as follows: President, Alexander J. M. Joiner; vice-president, Frank S. Ferreira; treasurer, Henry L. Haynes; secretary, Miss Harriette L. Riley. Executive committee: Mrs. A. Coombes, Albert E. Werner, Miss H. C. Cushing, Selden L. Hatch, William F. Wilson. The reports of the secretary and treasurer show a marked increase in members and finances. Preliminary arrangements have been made for the annual outing in July.

L. A. Tuthill has purchased the Michael Fisher Greenhouse at Silver Head, N. Y., and will transfer it to his property at Creekside.



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Summer frame cuttings, \$45.00 per 1000
Ten samples sent post-paid at
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IBOLIUM PRIVET

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THE NEW

HARDY HEDGE

RESEMBLES CALIFORNIA
HARDY AS IBOTA

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1 year, 1-2 feet.....	1.00
Frame50

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1/2-inch, " "	19 c.
Reels, 500 ft.,	18 c.

Couplings furnished with-
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It's good to find that there is no diminution of interest in the national flower show conducted by the S. A. F. At a recent meeting of the flower show committee in Cleveland the attendance was large, and no little enthusiasm was manifested by those present. Blue prints submitted to the committee show that there will be plenty of room in the new Cleveland Auditorium, which has been reserved for the dates of the show, March 25 to April 1.

We are certain that the committee acted wisely when it decided not to raise the rate for trade space above that of \$1.00 a foot which prevailed at Philadelphia. It is to be hoped that the committee will also maintain the admission price of 50 cents, as these shows are largely educational, and it is important to get as large an attendance as possible. The more people who can be made interested in flowers and taught to realize their value in making home and office brighter and more cheerful, the better off will florists be, for it is in this manner that their business is to be stimulated.

Apparently the new Cleveland Auditorium is nicely adapted for such a show, as it will be possible to give the trade exhibits a separate floor, where they will be segregated, as it were. An interesting arrangement, however, has been planned by which retail florists who care to make exhibits will be given space free of charge on the floor of the show proper. Of course it will be necessary to have considerable money to put this show over in good shape, and the secretary is to start at once with the work of raising a guarantee fund of \$20,000.00. Incidentally it was decided that if conditions warranted a 10 per cent dividend would be paid upon the amounts actually paid in.

It was an interesting letter that the United States tariff commission presented to the S. A. F. Committee on Tariff and Legislation the other day. It appears according to this letter that the commission is making a survey of nursery and greenhouse industries in anticipation of new tariff legislation. We think that the committee replied wisely to questions of the commission when it said that the trade wants a tariff that is clear and explicit in terms as well as fair and practicable in principle. Several ambiguities were pointed out which would help to prevent

confusion and misunderstanding. It was also pointed out that quarantine No. 37 of the Federal Horticultural Board is really understood by the trade as a tariff measure. Of course this is true, and if there is to be a tariff on plant importations, why not let it be one which will bring some revenue to the government.

One of our American extravagances is our profligacy in flinging flowers around; but we have not gone the limit in that direction yet. We read in a horticultural paper, published in Nottingham, England, the following interesting comment on our national peculiarities:

It is stated that \$45,000,000 are now spent on flowers every year in the U. S. A. This looks a big total, but it is also stated that this is less by five millions than is spent on the unpleasant habit of chewing gum, so there is evidently still room for advance.

We presume the "advance" is in the direction of more posies, and that will no doubt develop in the natural course of events. The youngsters all have a sweet tooth, and they do not need any encouragement along that line. We are probably no different in that direction from any other nation, and we are certainly not behind any of them in our appreciation of Queen Flora.

The total acreage planted to Sweet Peas for the production of seed this year is estimated by growers and dealers to be about 2,000 acres compared with 1,500 acres in 1919, about 550 acres of which were Spencers and 950 acres grandifloras, both including mixtures according to government report of September 25th. Because of a decreasing demand for grandifloras most of the acreage this year is of the Spencer type.

ADIEU

So much interest has been shown in the poem written by the late William J. Stewart, founder of HORTICULTURE, just before his death, that it is republished here. We trust this will answer the requests of Mr. Stewart's friends who have desired to possess copies of the sad but beautiful lines.

My friend, as I am going far away—
Ah, well, there is but little I can say.
My heart is full, the words that I would speak
Die on my lips, I am so strangely weak.

There's one thing I would ask before I go,
You'll grant it, dear, for old time's sake, I know:
'Tis only this, that midst all bright new scenes
And spite of all the space that intervenes,
That dreary length and breadth of surging sea.
You'll sometimes give a little thought to me.

Remember not the cruel words, unkind—
The sore mistakes I made blot from your mind,—
But think of me as loving friend and true;
Deal gently with me, as you used to do.

Forget, dear, every act that caused you pain,
Life is so short—we may not meet again;
Perchance this message brief may be the last
That I shall ever send you from the past.
Yet fate has willed it so by stern decree,
An ocean needs must roll 'tween you and me.

Farewell, with trembling fingers now I write
This sad, sad word, with tear-bedimmed sight;
Think of me, dear, as loving friend and true,
Remember me for old time's sake—adieu!

Penn.
The Florist

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Flowers Under Glass

A Winter Hint

If you use houses of the three-quarter type,—and all florists cannot have modern houses,—be sure that the backs are good. Oftentimes you can keep your houses very much warmer by applying a layer of heavy roofing paper. Have plenty of laps at the joints, and get the paper as smooth as possible so that it will not rub off when a wind storm comes. If there are any open spaces in the back it will be a good plan to cover it first with roofing paper, then with several thickness of newspapers and roofing paper again on the outside.

Prevent Steam Leaks

Leaks from steam are oftentimes costly and annoying. If you have to fill the boilers often you can be sure that there is a leak somewhere. Make sure that the valves are all well packed, and repair all breaks in the pipes as soon as you find them. A surprisingly large amount of steam will escape through one poorly packed valve, and where there are many such valves the loss is sure to be considerable. Use asbestos rope if you want to be sure that they will stay packed as they should. Some growers make a point of packing their flange unions with tar paper, which makes a very good substitute for rubber. In some cases the paper seems to work better than rubber, and of course, is cheaper. Paper gets soft, though, and the tar may ooze out. Moreover, if the union is not kept tightened the paper may blow out. Two thickness of one-ply

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Other Stores
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remittance.

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SONS**

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ANDERSON service means fresh, sturdy stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.

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Flowers and Nursery Products

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Flowers of Every Kind in Season

PHILADELPHIA

CHAS. H. GRAKELOW F. T. D.

Everything in Flowers

Broad Street at Cumberland

The Park Floral Co.

B. E. GILLIS, President.

E. P. NEIMAN, Secretary.

Member Florists' Telegraph Delivery

DENVER, COLORADO

paper, or one thickness of 2—or 3-ply work well. Tighten the flanges after the steam has been turned on, and continue to do so for several days. After that they will give you no more trouble.

JAMES KELWAY HONORED

The many friends in this country of Mr. James Kelway, of Kelway & Sons, Langport, England, will be interested to learn that he has been appointed a Justice of the Peace for the County of Somersetshire. Mr. Kelway is a member of the Langport Rural District Council, and chairman of the Highway Committee, also a member of the Grand Council of British Industries and of the Wholesale Seed Growers' Committee of the Chamber of Horticulture, and therefore is a very busy man. Mr. William Kelway, the senior partner in the firm, is also a Justice of the Peace, as well as counsellor for the County of Somerset. The result is that father and son will be fellow magistrates in the same petty sessions, an interesting coincidence and a tribute to the high standing of the Kelway family.

TULIP-RAISING IN STATE OF WASHINGTON

Bellingham, Wash.—This town has undergone its first tulip bulb planting season, having put in for next spring's blooming something like 100,000 tulip bulbs that were shipped from Holland. The federal government's bulb experiment farm here has demonstrated the fitness of the soil for tulips and other bulb flowers, and as a result some of the big shipments went to men starting bulb farms and some went to private persons to beautify their lawns and gardens. The country adjacent to Bellingham, along Puget Sound, also has bought and planted many bulbs. The bulbs were purchased through and distributed by the Bellingham Community Service.

NEW ENGLAND SEED TRADE ASSOCIATION

The New England Seed Trade Association has elected the following officers: President, John K. M. L. Farquhar, Boston; vice-president, W. S. Pino, Providence; secretary and treasurer, Peter Miller, Boston.

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From my study window I am looking at a Hamamelis, three tall shoots of which are covered with yellow blossoms, while the rest of the bush shows the buds which we hope will blossom as usual in March when the snow is on the ground. The blossoms now on the bush are all yellow without the long curled, dark reddish brown filaments which in the spring blossoming add so much to its decorative effect. Is the bush becoming Americanized and blooming at the same time as our native variety, or is this blossoming the result of our warm October?

For the frost has not yet taken the nasturtiums, larkspurs, dahlias, an-chusas, mignonetti roses or verbena from the garden.

Some tall sunflowers sent us by the Bureau of Plant Industry in Washington from Arizona have just come into blossom, and our hardy chrysanthemums are in the perfection of bloom. Most of the perennial asters have gone, but the Tartarian hold their blossoms high in air, and the toad-lilies are showing their speckled white flower. This year the garden flowers have bloomed and fallen from their stems before jack frost has caught them.

M. R. CASE.

Hillcrest Gardens, Mass.

Professor Jack, of the Arnold Arboretum, gave a very interesting illustrated lecture at the monthly meeting of the Pennsylvania Horticultural Society in Philadelphia, December 14th. His slides were numerous and beautiful.

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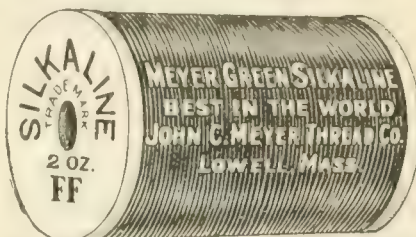
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On Thursday, Dec. 16th, five of the faithful took the car for a trip to Strasburg. Stopping at Amos Rohrer's we found five others who had made the trip by machine.

All of the Strasburg growers are carnation men. At Mr. Rohrer's we found a fine bench of White Wonder, another of Matchless, good but not quite up to the mark. A bench of

Belle of Washburn was producing fine flowers but not enough of them to make it a paying winter proposition. Mr. Rohrer considers it gives returns enough taking the whole season through to make it a good one to grow. Mrs. C. W. Ward is the main crop of the place and was in fine condition. On the side beds he grows a variety of flowers and plants for local consumption and finds it a good proposition.

Leaving Rohrer's the ten of us piled into one machine and ran on to J. Wade Galey's. Mr. Galey met us with a rather disappointed look on his face but as we began to tumble out of the machine one after the other it turned to a look of wonder and surprise and the comedy of the situation brought him back to his genial self. Here we found as always carnations in their prime and while the continued cloudy weather had interfered somewhat with production he was cutting what most growers would consider a fine crop. Mr. Galey swears by Beacon for a red and has good reason to do so—practically no seconds and more flowers per plant than any other known variety. The star spot of his place was a small section of a bench planted to Laddie, the blooms were as good as any shown at the American Carnation Society exhibitions and the growth all that could be asked of a carnation. The production was a little below par but the quality more than made up for that.

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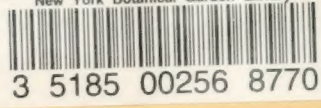
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